SID CAESAR plays PROGRESS HORNSBY

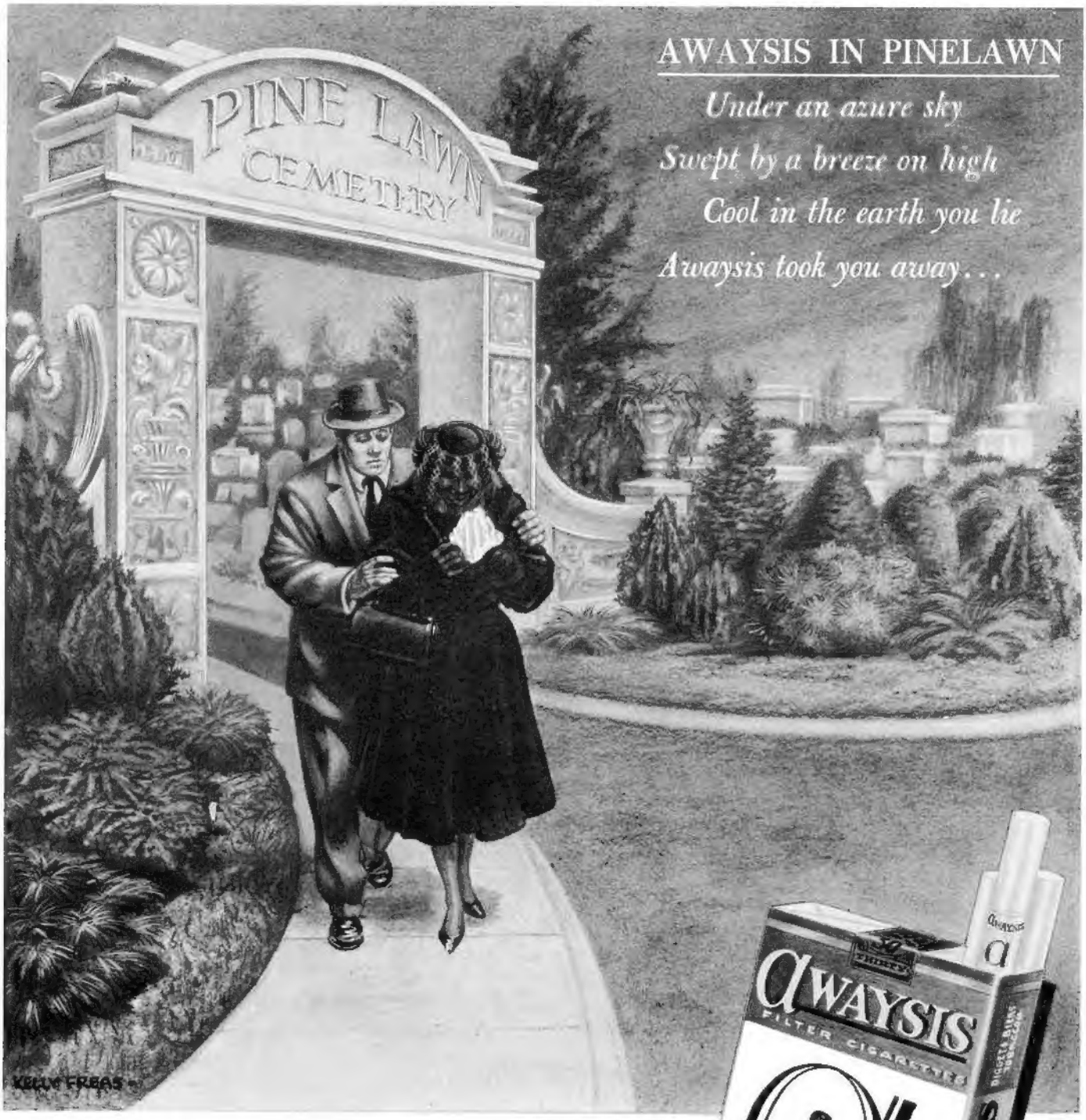
MAD

IND

Our Price 25c CHEAP

No. 48 July '59

AWAYSIS takes you away from the everyday!



YOUR LAST EXPERIENCE IN FILTER SMOKING

Through its fine filter, the same whatever-it-is that all cigarettes seem to have comes through to shorten your life. So if you insist on killing yourself, let King-size Awaysis take you away. We can do it as good as any other cigarette.

Mortally-Mild AWAYSIS

INTERMENT AT ITS VERY BEST

NUMBER 48 JULY 1959

MAD

"America was once 'The Melting Pot' . . . now it's 'The Pressure Cooker'!"
– Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **IDEAS:** Jer De Fuccio **PRODUCTION:** Leonard Brenner
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Don Martin Mort Drucker Frank Kelly Freas George Woodbridge David Berg Joe Orlando
CONTRIBUTING WRITERS: Sid Caesar Frank Jacobs Al Jaffee Sy Reit Gary Belkin Buddy Basch Paul Laikin Dee Caruso & Bill Dixon Arnie Kogen
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli **LAW SUITS:** Martin Scheiman, Esq.
WAR SURPLUS: PFC Nick Megliola

DEPARTMENTS

A SWITCH IN CRIME DEPARTMENT
The Night Perry Masonmint Lost A Case 29
AND THEN I RE-WROTE DEPARTMENT
How A TV Script Is Born 36
CONFESSION IS GOOD FOR THE SALE DEPARTMENT
Future Confession Books 33
DON MARTIN DEPARTMENT
The Cavemen 14
The Old Salt 23
How To Play Croquet 48
FACE VALUE DEPARTMENT
How You Look To Others 34
FAMOUS FUNNIES DEPARTMENT
Comic Strip Heroes From Real Life 4
4/4 TIME-AND-A-HALF DEPARTMENT
On-The-Job Marching Songs 26
HONESTLY THIS IS THE BEST POLICY DEPARTMENT
Insurance Policies For Teen-Agers 42
LETTERS DEPARTMENT
Random Samplings of Reader Mail 2
MARGINAL THINKING DEPARTMENT
New Stars for Old Movies . . . . . **
ON THE SUNNY SIDE OF THE SHEET DEPARTMENT
The Daily Optimist 24
PRESSURED GROUPS DEPARTMENT
Little-Known Organizations 8
READY-TO-SWEAR DEPARTMENT
Miracle Fabrics 44
SID CAESAR DEPARTMENT
For The Life of Progress Hornsby 16
SUMMA CUM LOUDER DEPARTMENT
Graduation Speeches That Somebody Listened To 40
THE MAN WHO SINKS FOR HIMSELF DEPARTMENT
Skin Diving 11
TRICK-OR-CHEAT DEPARTMENT
Bridge 20
**Various Places Around The Magazine

MAD – July 1959, Volume 1, Number 48, is published monthly except February, May August and November, by E.C. Publications, Inc. at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1959 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

HEROES FROM REAL LIFE 4

If comic strips were to use real people of today as their heroes, they'd recapture the ingredient they lost: mainly humor.

SKIN DIVING 11

An article about a sport that offers some fabulous new thrills to those who follow it, including the thrill of maybe drowning.

PROGRESS HORNSBY 16

Sid Caesar comes back to **MAD** (to tell us all off!) and then introduces us to that famous member of the "Frozen School of Jazz".

BRIDGE 20

MAD investigates a very controversial topic, the game of Bridge, and sees how any move you make can start controversies.

ON-THE-JOB MARCHING SONGS . . . 26

The trouble with working on a job is: there's no fighting spirit. So here are some fight songs that should start some fights.

PERRY MASONMINT 29

Every week, a famous TV lawyer makes a fool of a DA. Being fair-minded, **MAD** turns the tables and makes a fool of itself!

HOW A TV SCRIPT IS BORN 36

Disgusted with the stuff known as "TV fare", **MAD** shows why a good original script is only doomed to end up as this "TV feh"!

MIRACLE FABRICS 44

Far be it for us to pull the wool over your eyes! We simply stretch a point to show you what looms in a cut-and-dyed industry.

A Revolutionary New Idea In Casual Wear

MAD

STRAIGHT JACKETS

Wear One And You'll LOOK REVOLTING!

MAD's genuine simulated straight jacket looks exactly like the real thing, but has the added advantage that you can get your hands loose to fight them off when they come to take you away. Doubles as a beach, autograph, or lounging jacket. Has two deep outside pockets roomy enough to carry your lunch, including thermos or beer bottles. Criss-crossed pockets also cradle arms so you can use them as slings if you break both your collar bones. Printed on back in four permanent colors. Phony belt secured by genuine padlock, which you'll love till you sit in a hard-backed chair. Made for Small, Medium, and Large lunatics. $4.95

MAD STRAIGHT JACKETS
225 Lafayette Street
New York City 12, N.Y.

I am a "Revolutionary Thinker," and I want to look the part! Please rush my MAD Straight Jacket(s). I've enclosed $4.95 for each, and indicated my size.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

NO. OF JACKETS AT $4.95 each _____

SIZE(S) _____ (S, M, OR L)

LETTERS DEPT.

APRIL FOOL COVER

Last night, when I purchased the April issue of MAD, a wave of terror engulfed me. Since I have been a fan of yours for as long as I can remember, the thought of the publication of MAD being terminated was enough to activate my suicide impulse. I would have succeeded in hanging myself if my dear old mother hadn't informed me that it was all a joke!

Merwyn D. Nelson
Rapid City, So. Dak.

There's a spoilsport in every family!—Ed.

You guys sure gave me a scare with your "This is the end of MAD" bit. It aged me ten years. Thanks for the favor. Now I'm old enough to get a driver's license.

Josh Zerlin
South Euclid, Ohio

Just what do you clods think you're doing! You build up our hopes, and then tell us it's all a gag!

Jack Marin
Brooklyn, N. Y.

RICH KID

This is George A. Orndorff, of Hinsdale, Illinois. Obviously, George is the only "Rich Kid" in the country who reads MAD. Mainly because he was the only one in the country who bought a set of the 14-Carat Gold brick Cuff Links!—Ed.

THE FUTURE

Enclosed is a picture of our class that should make you cry with joy. You can see that here are real scholars. Here are young people who will eventually chart the unknown reaches of the universe. Here are future citizens, future rulers of civilization . . . prepared in their early years by MAD. The deep, deep thought-provoking material contained in your publication will influence them for the rest of their lives. Someday, you will fully realize the effects of your work.

Alan Peiken
North Miami Beach, Fla.

And, boy, will we be sorry!—Ed.

IND

What's the big idea? On the cover of the April issue, you left out the letters "IND" that the fat woman is supposed to be pointing to.

Charles Allen
Sonoma, Calif.

Someone forgot to put the "IND" on the cover of the April issue. The poor dame is running around pointing at nothing, which your mag turned out to be after I finished reading it.

Joseph Lipari
Brooklyn, N. Y.

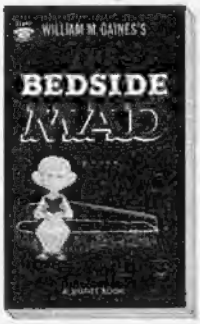
I know this is the stupidest magazine published, but you don't have to keep on proving it all the time. The main reason I'm writing is to tell you idiots that you forgot to put the "IND" on the front cover of your April issue.

Tommy Le Clair
Ludlow, Vt.

Since the "This Is The End Of MAD" front cover was really the back cover, we didn't forget to put the "IND" on it at all! Actually, we forgot to put it on the "RCA Victim" ad back cover, which was really the front cover!—Ed.

Books that can do *what they look like they can do*

(Mainly, ruin your eyes and destroy what little sanity you have left!)



THE LATEST MAD POCKET-SIZE BOOK

THE BEDSIDE MAD

. . . joins the five other collections of humor, parody and satire: "The Mad Reader," "Mad Strikes Back," "Inside Mad," "Utterly Mad" and "The Brothers Mad" in our insidious campaign to split your sides and rot your mind.

ON SALE AT YOUR FAVORITE NEWSSTAND

OR YOURS BY MAIL FOR 40¢
THE COMPLETE COLLECTION—ALL SIX—FOR $2.00
MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE STREET, NEW YORK 12, N. Y.

SOME CARD PLAYER

In "Television Roulette", Bret Maverick announced they were going to play seven-card stud. Next time we saw him, he was giving a player three cards. Any idiot knows you don't get new cards in stud poker.
Ken Luciani
Candor, New York

Seven-Card Stud?

For a card player, Maverick doesn't know his game very well. He called for seven-card stud, and wound up giving extra cards. What's the explanation?
Russ Durham
Prairie Village, Kansas

He cheats!—Ed.

TOURIST PHRASE BOOK

How come the Confederate flag on your Tourist Phrase Book has 21 stars? There were only 13 states on the side of the Confederacy during the Civil War.
Howard Arnberg
Colorado Springs, Colo.

Twenty-One Stars?

The extra stars on MAD's Confederate Flag represent the Northern States whose hearts just weren't in it!—Ed.

In "MAD's Handy Phrase Book For Modern American Tourists, in the "African" section, you have a phrase which says: "There is a python in my sleeping bag!" For your information, pythons are not found in Africa. See any good encyclopedia.
David Colton
Mt. Vernon, N. Y.

You were right, David! There was a python curled up in our encyclopedia!—Ed.

DOUBLE VISION

Enclosed is a picture of me showing the results of reading too many issues of MAD. Not only has your idiocy rotted my mind, but I've also developed an extra pair of eyes. Now I have to suffer through your junk twice as much.
Seward McCain
Palo Alto, Calif.

But you only have to look half as hard!—Ed.

SUGGESTED NAMES

In your letter page of the April issue, you ask for "suggesions" for Alfred E. Neuman's girlfriend's name. We have a suggestion. Mainly, learn how to spell "suggestion"!
Jim Fautus
McHenry, Ill.

Her name is "MADeline"...
Wayne Montgomery
Indianapolis, Ind.

Seeing as how you have "Moxie" all over the magazine, why not call her "Moxie", and kill two birds with one stone?
Jarl Johansson
Ottawa, Ont., Canada

She looks like "Moxie Cowznofsky" to me...
Barbara Forrester
Bellmore, N. Y.

She looks like "Moxie Cowznofsky" to us too, Barbara, mainly because that's her name!—Ed.

Please address all correspondence to: MAD, Room 706, Dept. 48, 225 Lafayette Street, New York 12, New York

HAVE MAD MAILED TO YOUR HOME
(and avoid the embarrassment of being seen with it in public!)

GET NINE ISSUES FOR THE PRICE OF EIGHT!

MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK 12, N. Y.

I enclose $2.00. Enter my name as a subscriber, and send the next nine issues of MAD to my home. This will save me embarrassment in public, but will cause me embarrassment at home.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

NOTE: ALLOW EIGHT WEEKS FOR SUBSCRIPTION TO BE PROCESSED

You'll Have A MILLION LAUGHS When You Play RCA VICTOR'S BRAND NEW HI-FI LP ALBUM At 78 RPM!

MUSICALLY MAD

mis-led by
BERNIE GREEN
with the
STEREO MAD-MEN
and featuring
HENRY MORGAN

AVAILABLE NOW AT YOUR FAVORITE MUSIC SHOP
OR BY MAIL (WHICH GIVES US A BIGGER CUT!)

MAD RECORDS
DEPARTMENT MM
225 Lafayette Street
New York 12, N. Y.

Please rush my copy of "Musically MAD!" I want to have a million laughs playing it at 78 RPM. I understand that when I play it at 33⅓ RPM, it's a bomb!

NAME _____

ADDRESS _____

CITY _____ ZONE ____

STATE _____

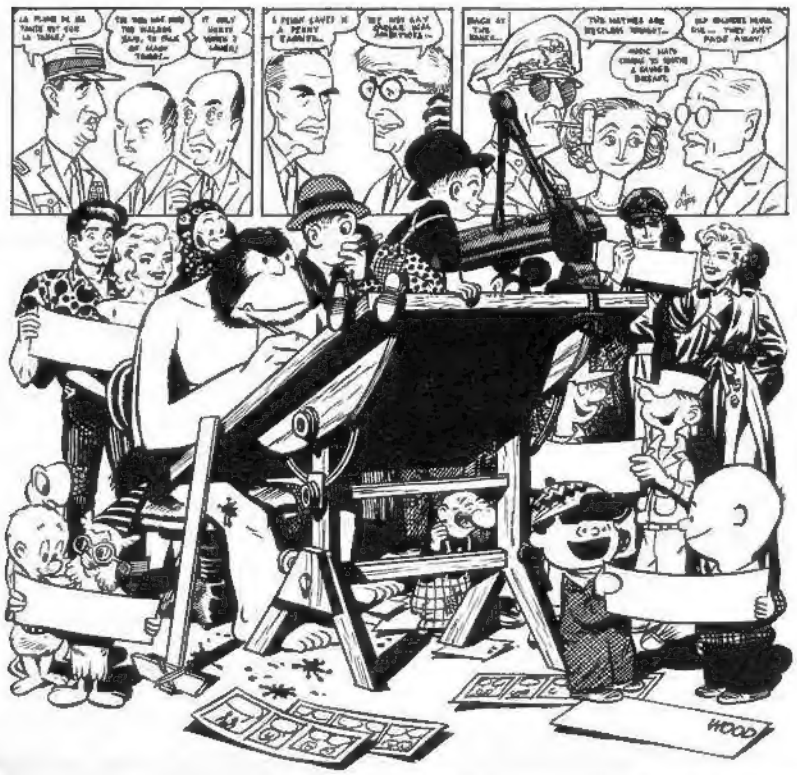
( ) I enclose $3.98 for the Hi-Fi LP Album
( ) I enclose $5.98 for the Stereo LP Album

More and more these days, the trend is toward "realism" in entertainment. Take all them TV heroes, for example. Guys like Bat Masterson, Wyatt Earp, and Jack Benny. These characters aren't made up! No sir! They're taken from real life! If newspaper syndicates were smart, they'd get on the ball, follow the trend, and get more realism in their features by using these...

COMIC STRIP HEROES

(TAKEN FROM REAL LIFE)

PICTURES BY WALLACE WOOD



CONRAD HILTON AND

WERNER VON BRAUN

BRINGING UP BONNIE

**Debbie Reynolds in "Since You Went Away"

HIS HOTELS

—SPACE WIZARD

PRINCE CHARLIE

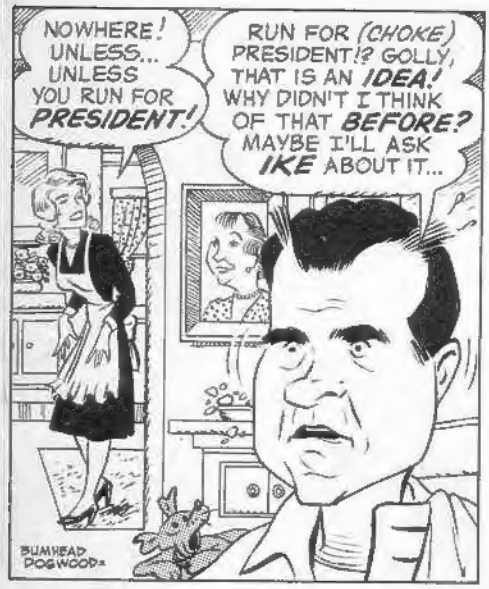
HYMIE RICKOVER AND HIS ATOMIC SUBS

DICK NIXON IN WASHINGTON

NASSER AND THE ARABS

**Bing Crosby in "All My Sons"

**Richard Nixon in "Great Expectations"



THE KHRUSHCHEVS

HOFFA THE MENACE

"Kid, what you need is a union! You look like somebody wit' a lot of grievances!"

PRESSURED GROUPS DEPT.

Everywhere we look these days, we see posters publicizing well-known progressive organizations and their constructive campaigns. Nowhere do we see posters publicising little-known reactionary organizations and their destructive campaigns. Since we at MAD believe that everybody has the right to be heard, here are some appeals for support from . . .

LITTLE

BACK BLIGHT ACTION

Keep Our Communities Looking Lived In!

*THROW TRASH IN HALLWAYS
*DESTROY WASTE-DISPOSAL UNITS
*JOIN HOUSE-WRECKING DEMONSTRATIONS
*ATTACK YOUR STREET CLEANER WHEN HE COMES

Special Committees now being formed to bring back:

*PUSHCARTS
*OUTDOOR CLOTHES-LINES
*KITCHEN DUMBWAITERS
*THE "I-CASH-CLOTHES" MAN

SEND FOR FREE 1-PAGE BOOKLET
"How To Turn Your Neighborhood Into A Slum Area."

JOIN ACTION TODAY!

NATURALISM

PROTEST AGAINST THE TEARING DOWN OF OUR BELOVED TENEMENTS FOR BIG HOUSING PROJECTS THAT DRIVE US FURTHER INTO CONFORMITY!

American Committee To Ignore Our Neighborhoods

Consult your Yellow Pages under "SLOBS" for the office nearest you.

It's time to fight back!

123,497
People bitten by DOGS last year

15,382
Individuals scratched by CATS last month

5,289
Women frightened by MICE last week

1
Clod smacked by an ELEPHANT'S TRUNK

ASPCA

American Society for the Practice of Cruelty to Animals

Why Not Direct Natural Human Aggression Against Animals Instead Of Each Other?

THEY'RE DOING IT TO US!

- Go out and kick dogs in the gut!
- Set fire to stray kittens!
- Pull wings off flies!
- Tape the beaks of annoying parakeets!
- Pluck feathers off live chickens!
- Walk around stepping on ants!

ENTER OUR EXCITING NEW CONTEST
"The most vicious cruelty to a Domestic Animal"

BRING YOUR PET TO ONE OF OUR CONVENIENTLY LOCATED TORTURE CHAMBERS

OUR MOTTO: **Get them before they get you!**

**Vladimir Nabokov in "The Bachelor and the Bobbysoxer"

**Joe E. Lewis and Charles Atlas in "The High and The Mighty"

KNOWN ORGANIZATIONS

PICTURES BY BOB CLARKE

ALCOHOLICS!

If you're going to drink . . . Why not get drunk among friends!

Nobody understands a drunk better than another drunk! Here is a place you can come where nobody's going to try and make you kick the habit!

FOR OLD TIMERS

Meet other drunks with the same neurosis as yours!

Make new friends and life-long drinking companions!

FOR BEGINNERS

Special courses on "How to become a Confirmed Alcoholic"

"How to convert your friends into Confirmed Alcoholics"

Join the only Organization of Active Lushes in America

Alcoholics Unanimous!

"A HOME AWAY FROM THE SALOON"

("Just knock three times and holler: "A. U.!")

SPECIAL FIELD TRIPS TO BOTTLE CLUBS, MOONSHINE STILLS, AND SKID ROW HOTELS

Join The Crusade To Abolish The Arts!

Music Art, Literature and the Drama are ruining our great nation by encouraging us to escape from the stark realities of life. Too much time and money are wasted on such dangerous frivolities. We must wake up before it is too late and use this time and money for something really worthwhile, or face ultimate destruction!

Participate In Our Many Important Activities

Join "Send Artists To The Moon" Clubs — Support Book-Burning Demonstrations—Break up Poetry Readings —Talk Loud in Libraries—Cough at Symphony Concerts

Picket Art Wherever It's Found!

MUSEUMS GALLERIES STUDIOS REST ROOM WALLS

The Anti-Cultural League

This month's drive to destroy Culture is devoted to "Making the Country MAD Conscious"

Wipe Out CORRUPTION in GOVERNMENT by Wiping Out GOVERNMENT!

GIVE GOVERNMENT BACK TO THE PEOPLE! MAKE EVERYBODY HIS OWN LAWMAKER!

Let's return to Rugged Individualism!

Americans for Democratic Anarchy

An Organization Dedicated to the Proposition that "Government Stinks!"

Support this Revolutionary New Way to Solve the Overpopulation Problem!

Have an Accident TODAY!

Let's face it! You've got to go eventually so you might as well go fast! Why wait for lingering disease or slow, tormenting old age? Let us show you how to have a quick, easy accident!

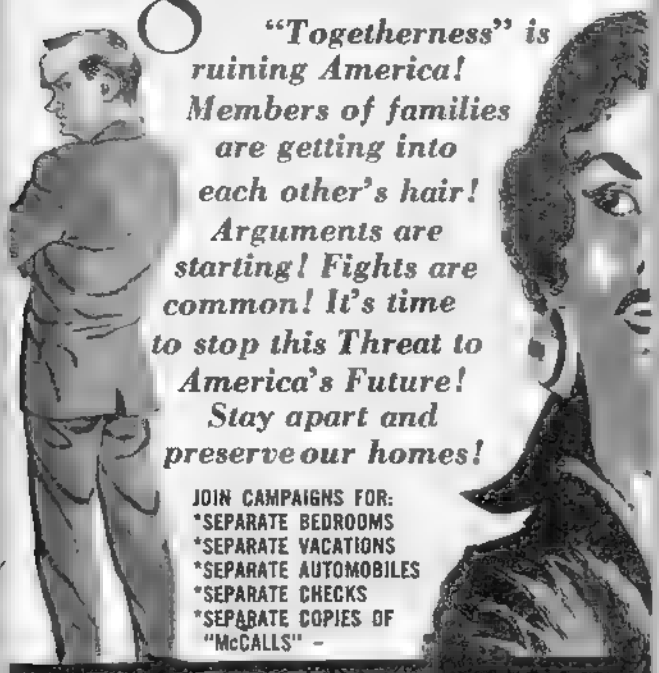
ATTEND OUR ENTERTAINING WEEKLY LECTURES:
MAY 5:
"Forming a Self-Destructive Group Among Your Friends."
MAY 12:
"101 Ways to Get Yourself Killed In Your Home"
MAY 19:
"How to Take Better Advantage of Heavy Traffic."
MAY 26:
"Live Wires, Third Rails and Where to Find Them."

PHONE OR WRITE **National Accident Council**

"Don't have an Accident without first consulting us!"

Help Stamp Out

Togetherness



"Togetherness" is ruining America! Members of families are getting into each other's hair! Arguments are starting! Fights are common! It's time to stop this Threat to America's Future! Stay apart and preserve our homes!

JOIN CAMPAIGNS FOR:
*SEPARATE BEDROOMS
*SEPARATE VACATIONS
*SEPARATE AUTOMOBILES
*SEPARATE CHECKS
*SEPARATE COPIES OF "McCALLS" –

Enroll Today in The

UNTOGETHERNESS CLUB OF AMERICA

Executive Office.....Toledo, Ohio
Administrative Office.....Dubuque, Iowa
Editorial Office.....Fargo, North Dakota
Meeting Rooms.....Sydney, Australia

DON'T FIGHT

JUVENILE DELINQUENCY

JOIN IT!

Stop being a sissy! Get out of the house! Take part in friendly neighborhood skirmishes! Prepare yourself for the rough adult life you will have to face tomorrow!

FOR THE RELEASE OF
PENT-UP HOSTILITY

JOIN A STREET GANG TODAY!

Make it the best Fighting Force in your Local Community!

LEARN GOOD TRADES FOR THE FUTURE:

—Sew patches on black leather jackets!
—Learn to sharpen switchblade knives!
—Become adept at polishing brass knuckles!
—Master the art of dirty fighting!
—Get used to being knocked around!

Committee to Encourage

Juvenile Delinquency

A Non-Profit Organization
Sponsored by the

Police Antagonistic League

OUR MOTTO:
"Don't send your boy to Camp—send him to Reform School!"

THE MAN WHO SINKS FOR HIMSELF DEPT.

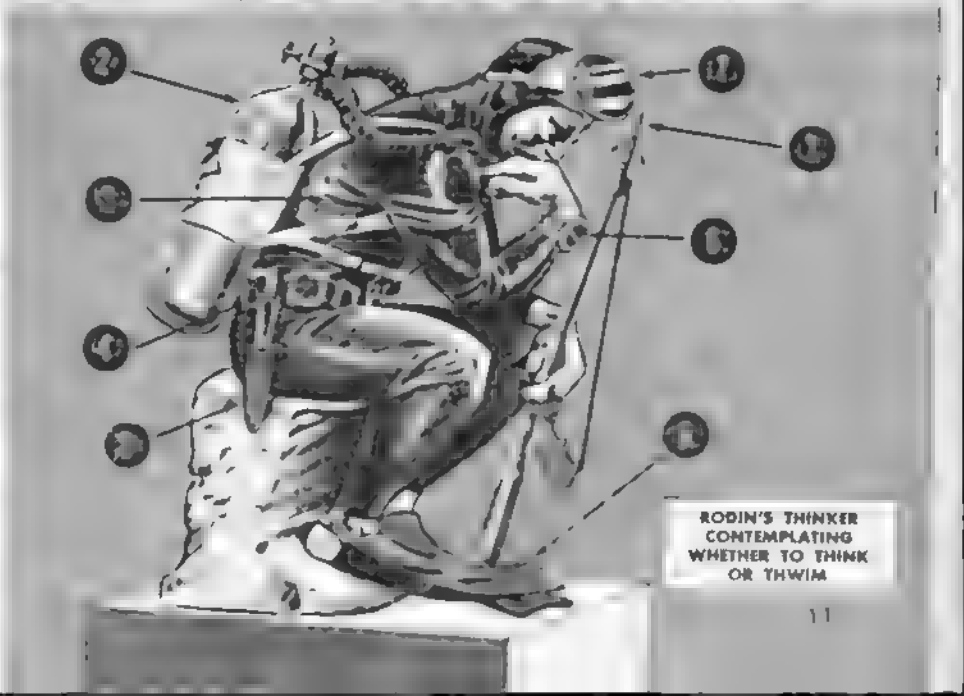
I must go down in the sea again, down deep, 'cause I'm in the mood . . .
And all I ask is my air should last, so I don't end up fish food!
John Masefinkle—Skin Diver from Hackensack

IN THE OLD DAYS, THE MORE ADVENTUROUS SOULS AMONG US USED TO DREAM OF GOING DOWN TO THE SEA IN SHIPS. NOWADAYS, THE MORE ADVENTUROUS SOULS AMONG US DREAM OF GOING DOWN TO THE SEA . . . AND THEN UNDER IT . . .

SKIN DIVING

STORY AND PICTURES BY DAVID BERG

THE SATELLITE SEEN IN THE UPPER RIGHT CONTAINS SEVERAL COWS. IT IS THE FIRST HERD SHOT 'ROUND THE WORLD!



RODIN'S THINKER CONTEMPLATING WHETHER TO THINK OR THWIM

SKIN DIVING ENTHUSIASTS CLAIM THEY

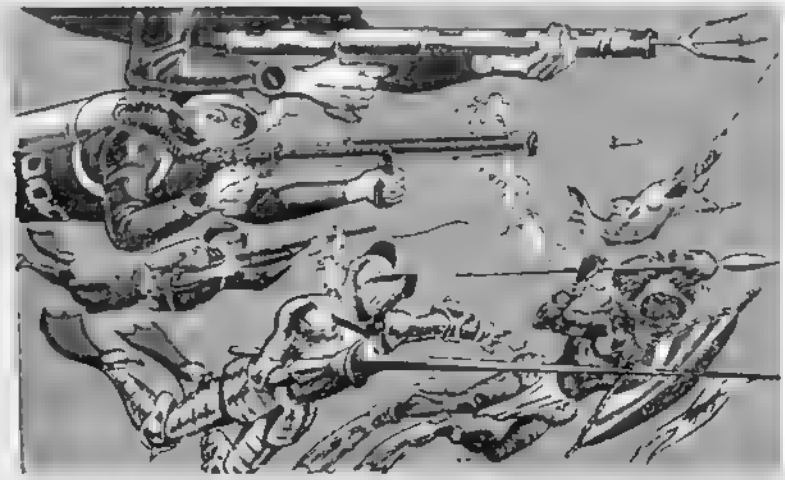
SALVAGE

Skin diving enthusiasts claim they derive enjoyment from searching for and finding lost valuables they can salvage.

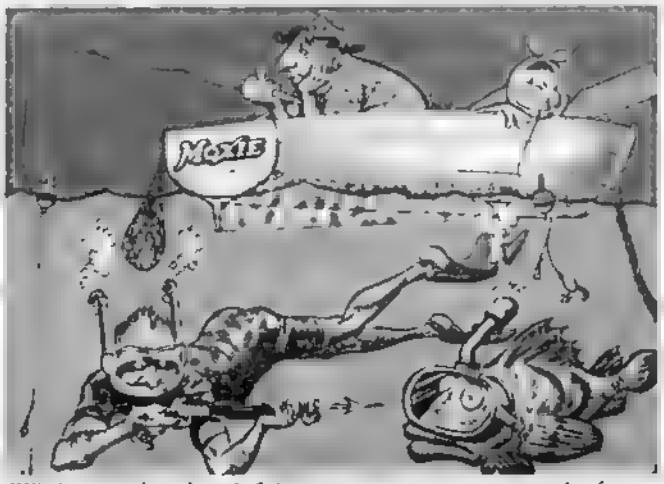
OBSERVATION

Skin diving enthusiasts claim there's lots of thrills and plenty excitement studying forms of marine life close-up.

SPEAR FISHING



Spear-fishing is popular among the more bloodthirsty skin divers. Spears used in this delightful sport come in the many and varied types shown above, all designed to KILL!



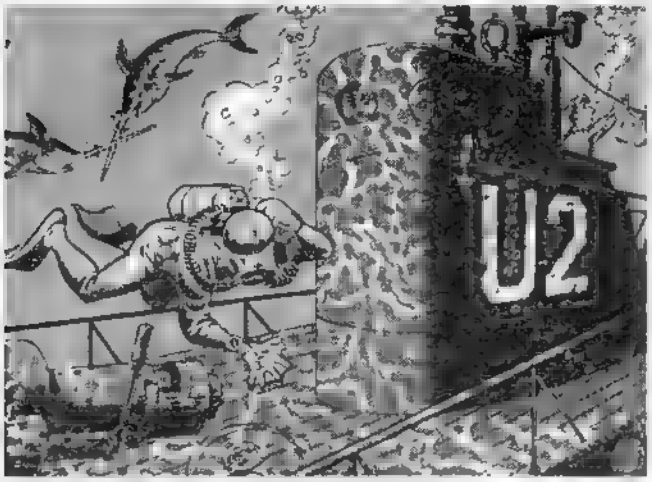
While a rod-and-reel fisherman must wait patiently for a hungry fish to take his bait, the skin diver with a spear can go below and plaster one whether it's hungry or not!

Skin divers will tell you that spear-fishing is far more thrilling than rod-and-reel fishing . . . and that once you have experienced it, your thirst for it is unquenchable!

An expert skin diver never goes spear-fishing alone, but uses the safer "buddy system" the advantage being that if there are no fish to shoot, there's always his "buddy"!

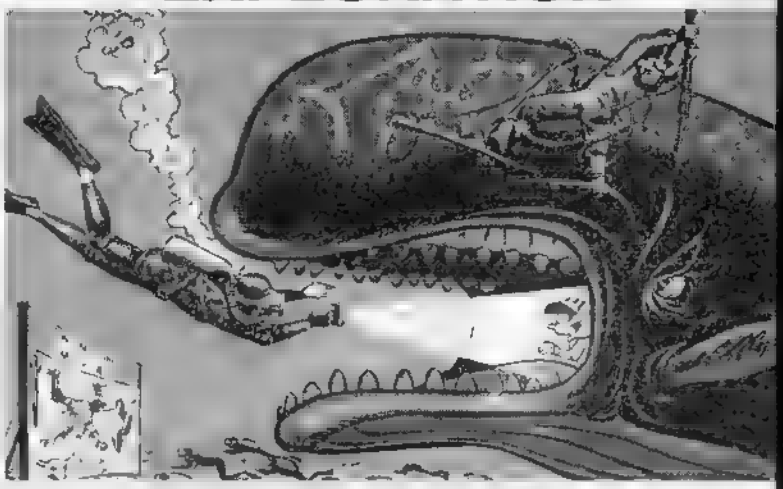
CAN ENJOY MANY FACETS OF THE SPORT

DISCOVERY



Skin diving enthusiasts claim nothing can match the eerie mystery of discovering and investigating old sunken hulks

EXPLORATION



Skin diving enthusiasts claim once you've experienced the dangers of exploring undersea caves, you've really lived.

NEW DEVELOPMENTS

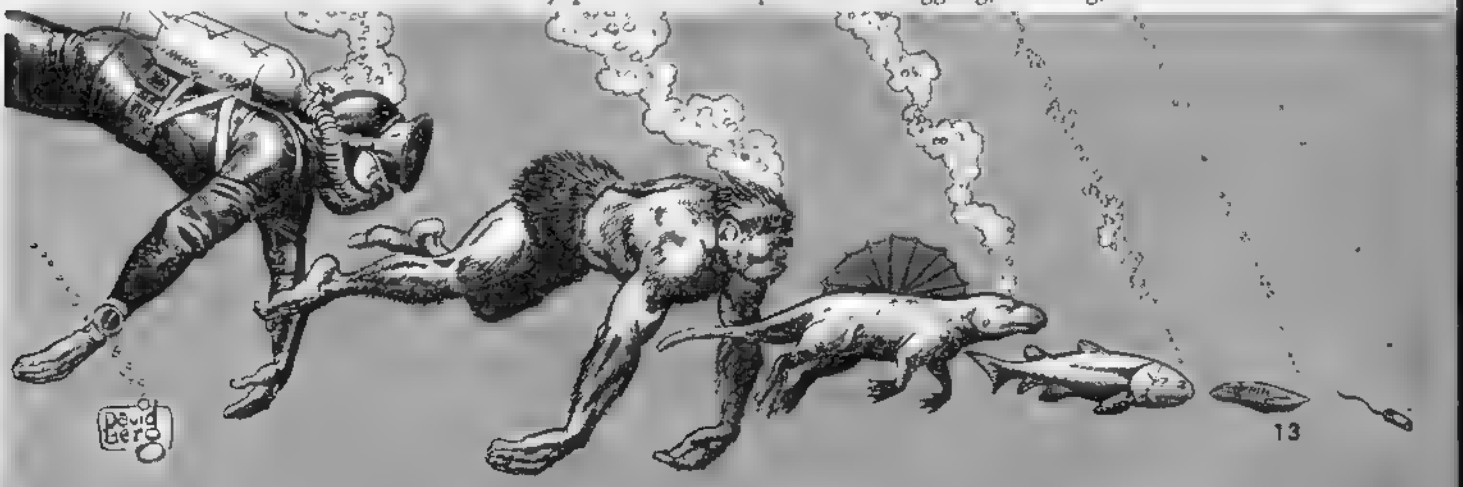
THE UNDERWATER CAMERA

The development of water-tight casings for cameras opened a new world for skin divers, while landlubber photo bugs were stuck on shore with the same old mundane subjects

THE AQUA-LUNG

The development of the aqua-lung made it possible for the skin diver to remain underwater longer, breathing air at $5.00 a tankful which he can get above water for F R E E!

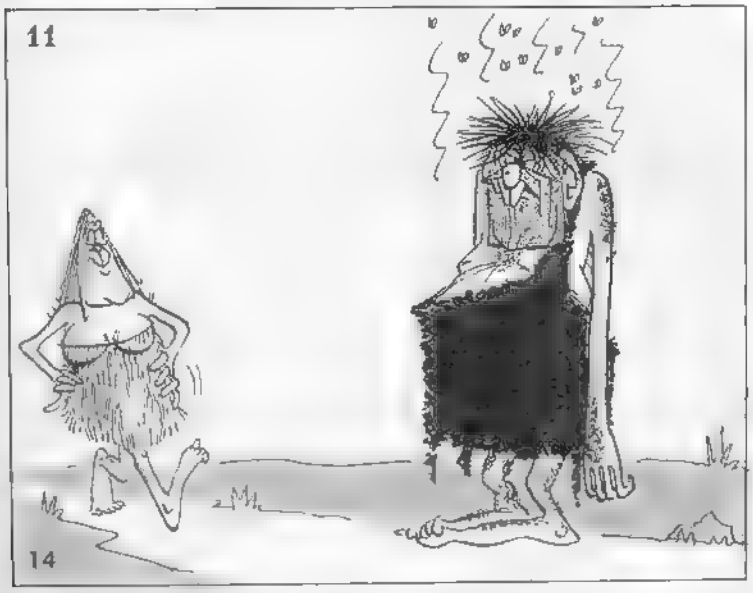
MAD shudders to think what will happen if skin diving continues to gain in popularity. Before long, this return to the sea . . . this reversal of the evolutionary process . . . will begin to have its effects, and once again, Man will develop gills, then scales, then fins, until finally he ends up as that wriggling, bobbing, one-celled animal.



DON MARTIN DEPT. PART I

MAD's maddest artist, Don Martin, who is an expert in the art of love (drawing pictures of it, that is!), now offers his idea of "romance" as practiced by...

THE

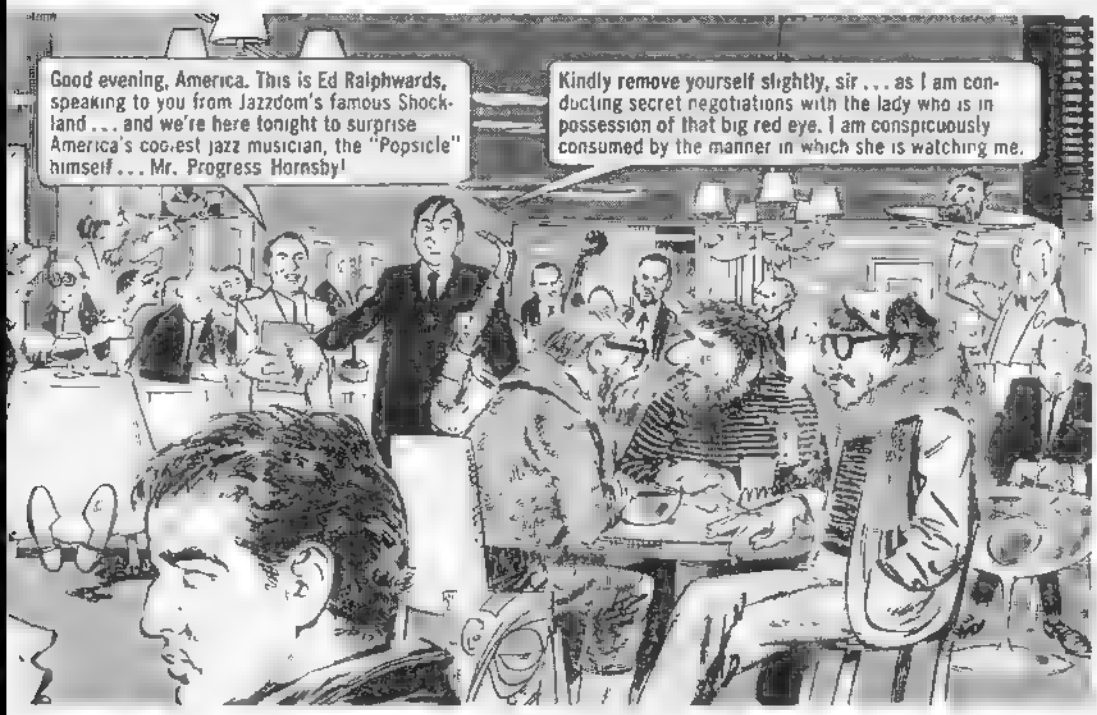


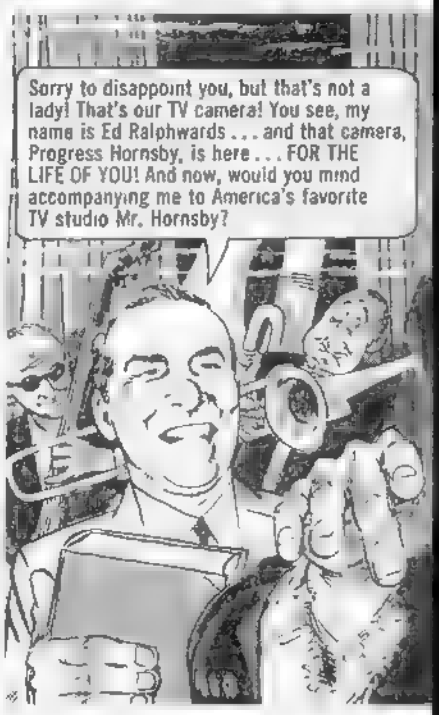
CAVEMEN

••Cheryl Turner in "I Remember Mama"

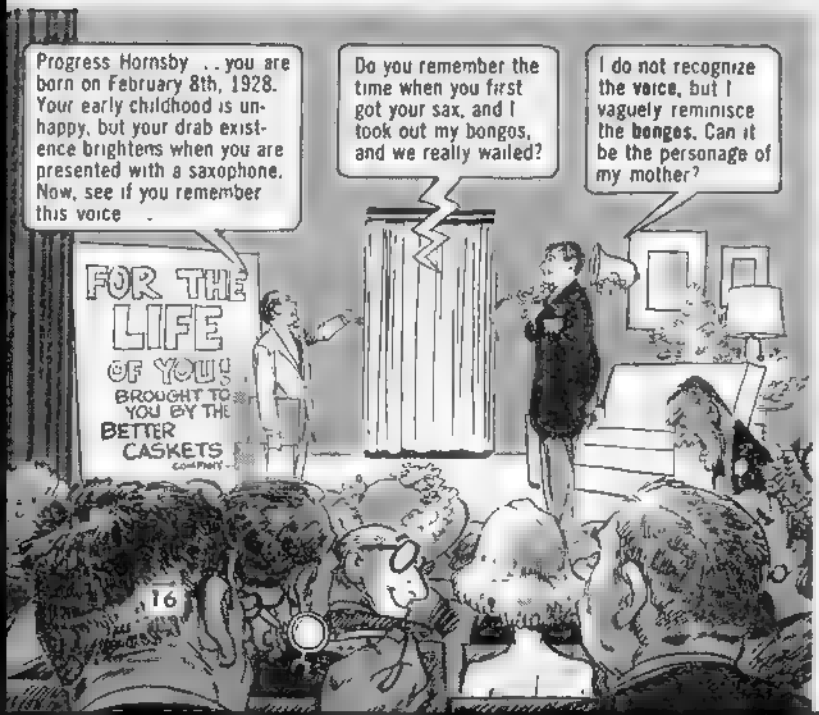
SID CAESAR DEPT.

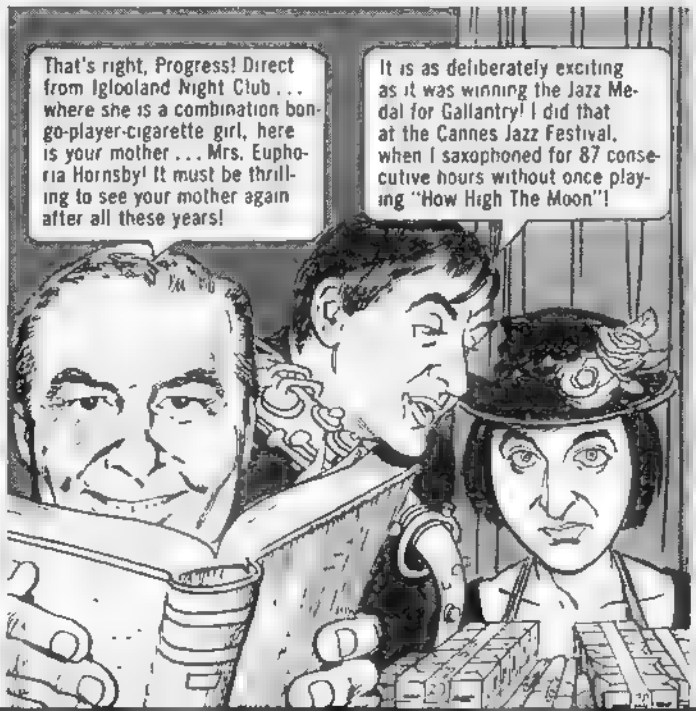
By the time this issue of MAD hits the newsstands (and the newsstands hit back in self-defense), Sid Ceasar will have scored again on TV, starring in the May 3rd Rexall "Special" (nee: spectacular) for NBC. Not content with his resounding successes on television, Sid Caesar now courts immortality by starring again in MAD . . . this time as one of his best-known comedy characters, Jazz Musician Progress Hornsby. True to his name, Progress has "progressed" . . . from "cool" to what critics hail as the "Frozen School" of Jazz. Neither way out, nor far out, Progress Hornsby is "celestial". And so we here at MAD take great pleasure in presenting . . .





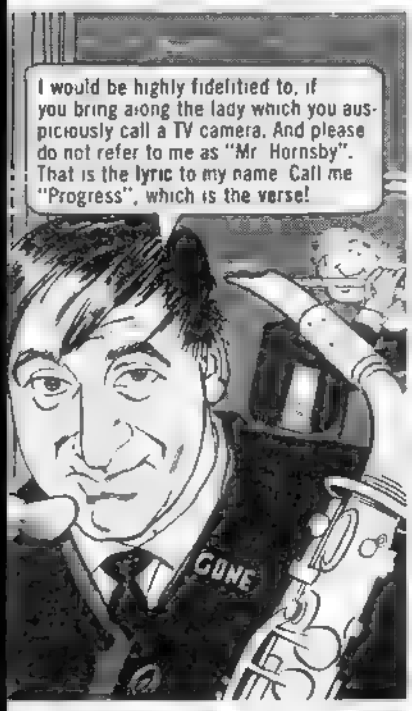
**Senator Kennedy in "Johnny Eager"

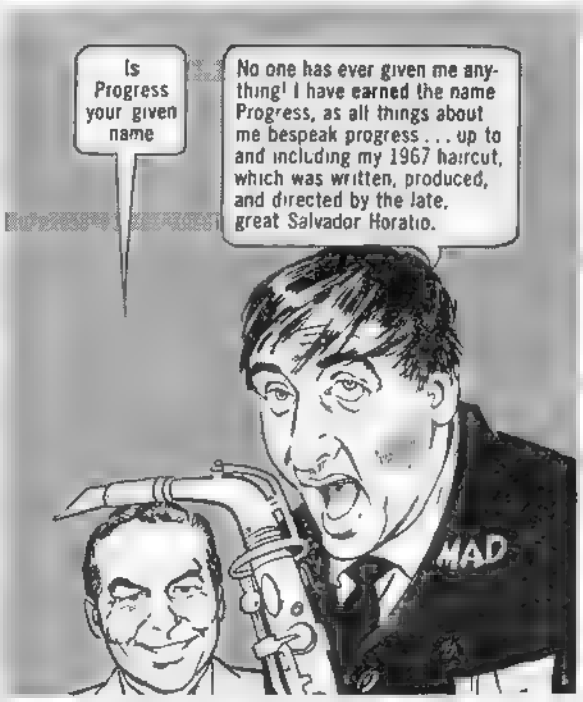


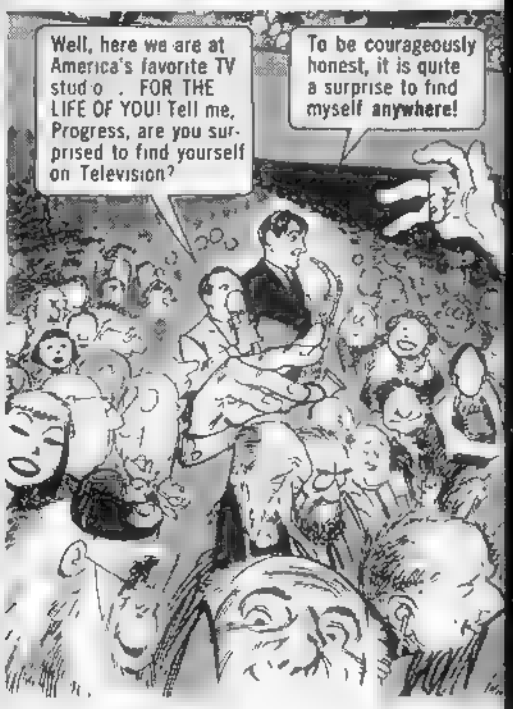


For The Life Of PROGRESS HORNSBY

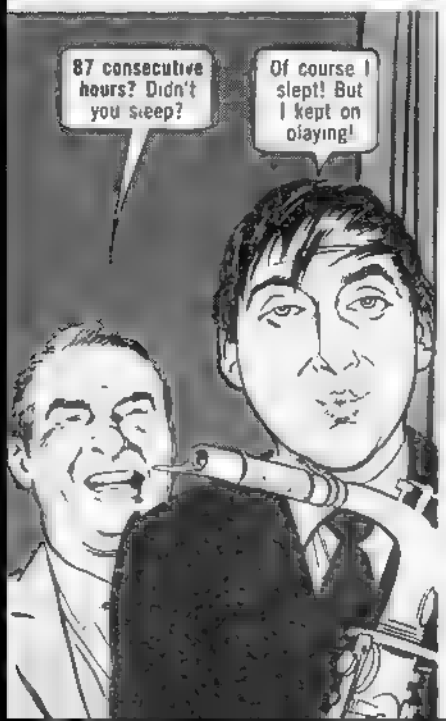
WRITTEN ESPECIALLY FOR MAD BY SID CAESAR

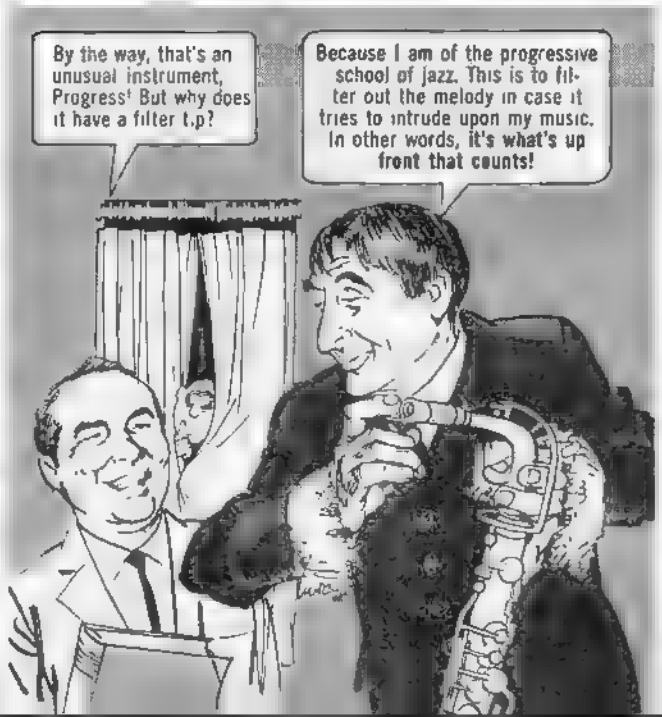


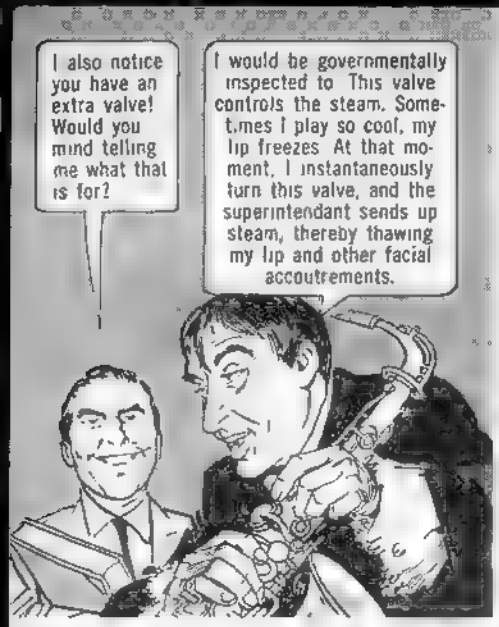


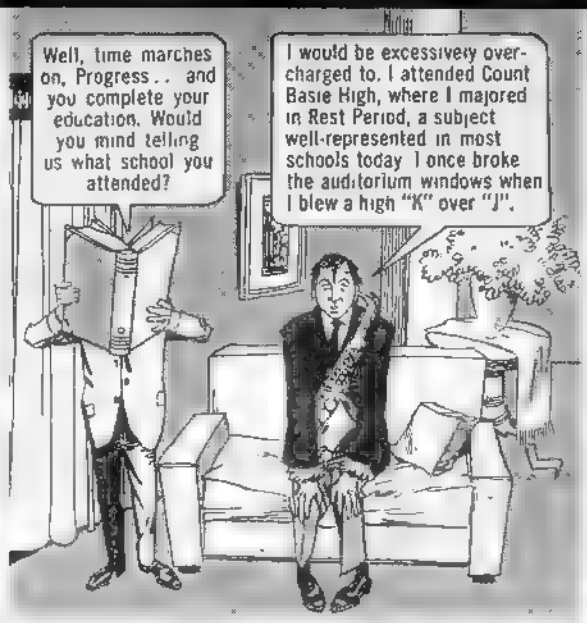


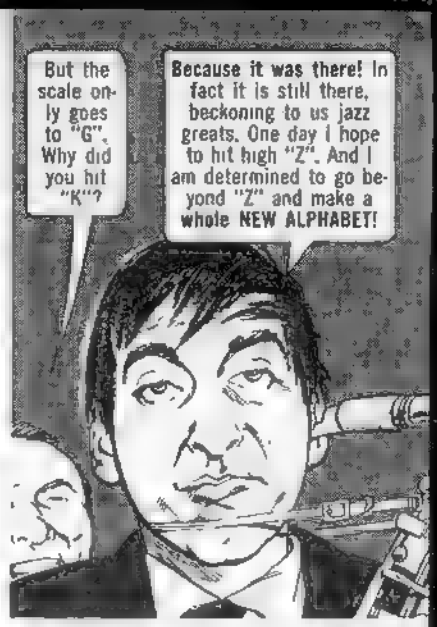
PICTURES BY MORT DRUCKER

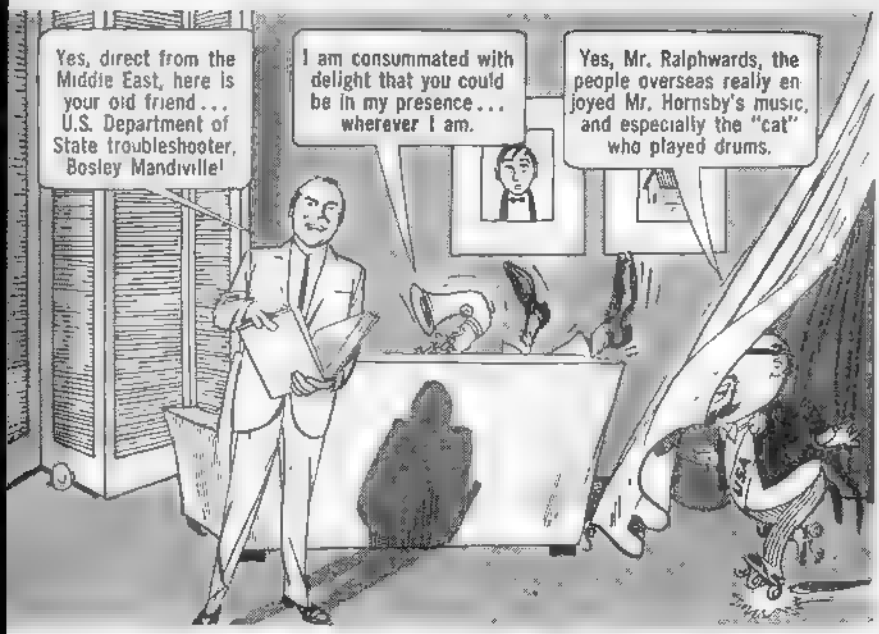


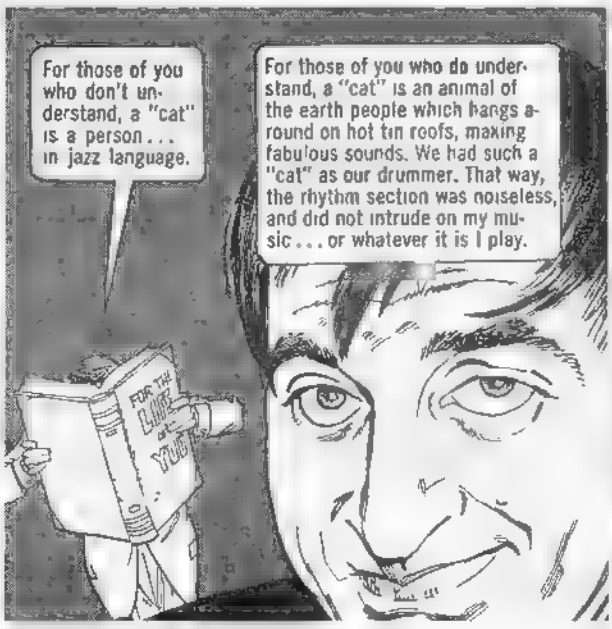




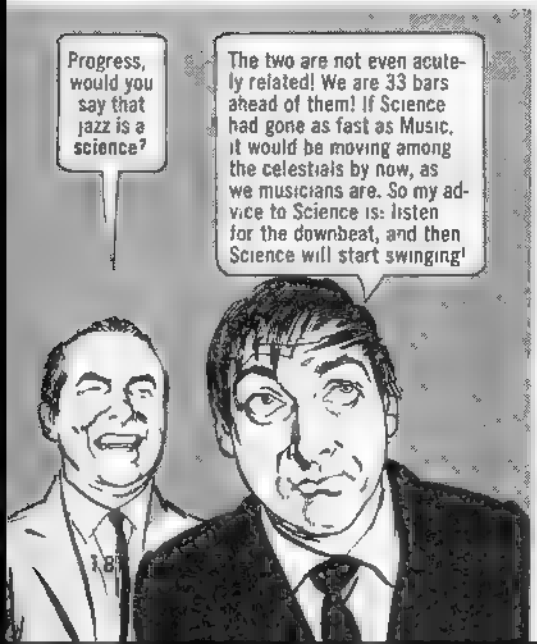


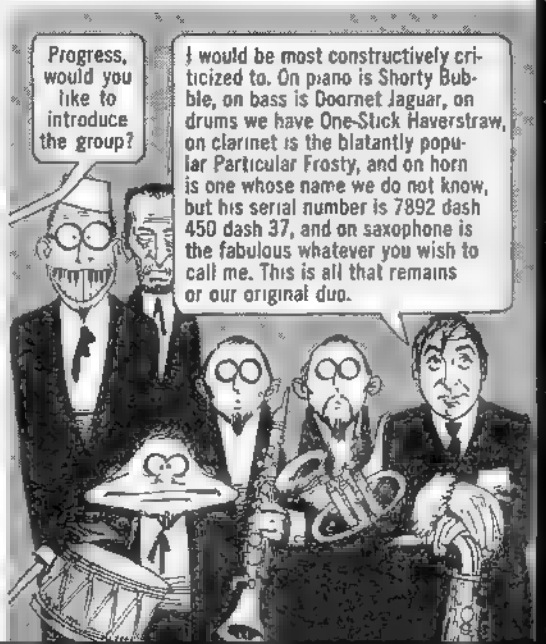


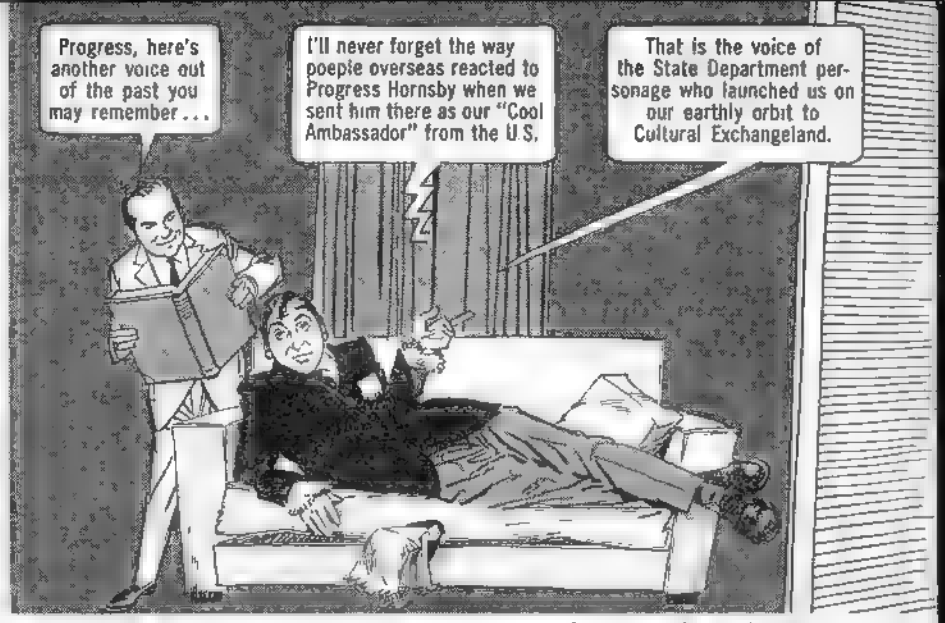




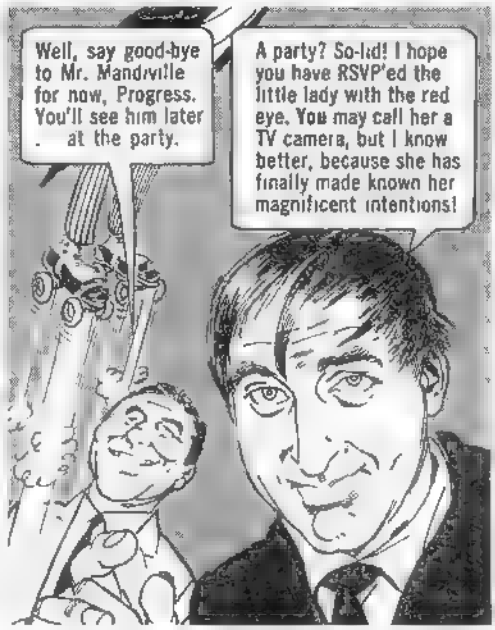
**Judge Crater in "Gone With the Wind"

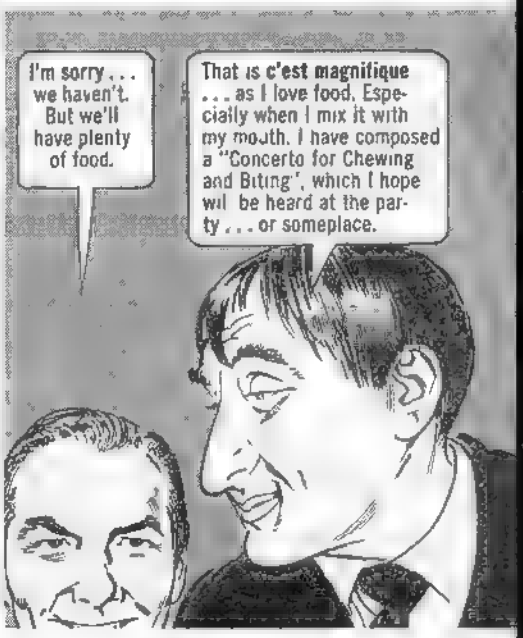


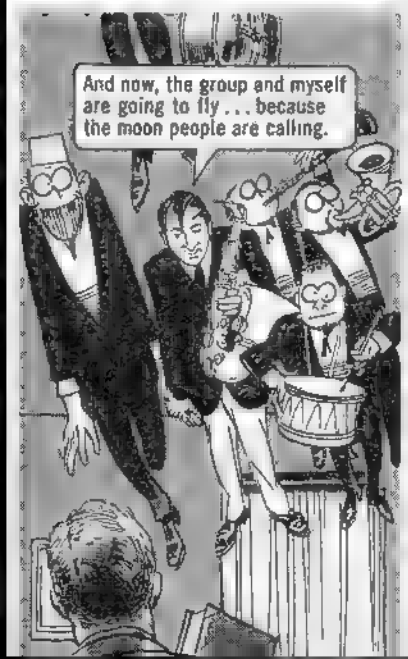




**Dizzy Gillespie in "Vertigo"







There is nothing more infectious and exciting than the shouting and yelling and hollering and screaming of people enjoying a Sport, whether it be Baseball or Football or Basketball or Pin-the-tail-on-the-donkey. And so, with this thought in mind, we now turn the MAD spotlight on the one Sport that can boast of more shouting and yelling and hollering and screaming than any other Sport . . . namely

♠ ♦ BRIDGE ♥ ♣

THE ARISTOCRAT OF CARD GAMES

A GLOSSARY OF

DUMMY

Every *partner* you have in Bridge, be it wife, husband, friend or relative.

POINT COUNT

Player *points* out and *counts* number of times partner played like an imbecile.

VULNERABLE

Player is overly-sensitive and *breaks down* over comments about her playing.

WEAK RESPONSE

Partner's hand is not strong enough to withstand forcing bid, *passes* . . . out.

FINESSE

Player signaling partner does it with *finesse* so opponents don't catch wise.

DOUBLING

Player gets hysterical over opponent's stupid play, *doubles up* with laughter.

MOST BRIDGE PLAYERS HAVE A CASUAL ATTITUDE TOWARD THE GAME, AND MERELY CONSIDER IT A PLEASANT WAY TO SOCIALIZE WITH THEIR FRIENDS.

BRIDGE TERMS

PICTURES BY BOB CLARKE

CALLING BID

Player *calls* other player's bid what he thinks of it, usually followed by

OVERCALLING BID

All four players get into act and *call* what they think of the other's bidding.

FORCING BID

A player with a good hand informs his partner that a response is *mandatory*.

REDOUBLING

Opponent resents doubling first player is doing, and so he *redoubles* him.

LITTLE SLAM

Player, disgusted with hand dealt him, loses temper and *slams* cards on table.

GRAND SLAM

Rest of players, disgusted with hands, themselves, and Bridge, lose tempers.

**Dag Hammarskjöld in "Friendly Persuasion"

YOU CAN LEARN A LOT ABOUT BRIDGE BY FOLLOWING THE MANY COLUMNS IN NEWSPAPERS AND MAGAZINES DEVOTED TO THIS FASCINATING GAME. HERE IS A TYPICAL EXAMPLE, WRITTEN BY THE LEADING EXPERT IN THE FIELD . . .

CHARLES GROAN / *CARDS*

Separating Suits

Neither side friendly
North dealer

NORTH	EAST	SOUTH	WEST	NORTHWEST
1 ♠	2 ♥	3 ♦	4 ♣	5 KIBITZ
5 WHAT? 5 KIBITZ?	WHO'S THE WISE GUY?	NOT ME! IT'S HIM!	WILL YOU SHUT UP!	MAKE ME!
SOMEBODY SOCK HIM!	I PASS!	I PASS!	I PASS!	YOU'RE ALL YELLOW!
OH, YEAH! PUT 'EM UP!	POW!	SOCK!	GRUNT!	THUD!

Opening lead: right uppercut

Here is a perfect example of the effectiveness of "separating suits" when it comes to Bridge. I couldn't help hearing about this hand as it was going on, so I rushed next door to enjoy it.

West opened the heart queen, dummy covered, and East sneezed, scattering dummy's cards over the floor. Then she played the king. Dummy took the trick with her hand. West called a *renege*, pointing out that declarer hadn't played a card. Declarer called West a sore-loser and played the ace. Then she set up her club suit by leading the king, forcing West's ace. Dummy played low, since the cards were still on the floor, and East trumped with the spade 5. West did a double-take and asked to see the trick, pointing out that East had just pulled the bonehead play of the century, trumping her partner's ace. Bonehead wasn't exactly East's favorite nickname, so she threw a small diamond to the table. But West managed to talk her into putting it back on her finger, and East led a spade, pulling West's only trump. West then screamed that his heart-lead had indicated a singleton, and if East had any brains, she'd have led a heart so he could use his only trump to win a trick. So East promptly led a small club, right over West's head!

Meanwhile, South took the trick with her ace, continued extracting trump, and ended up in dummy. Whereupon her husband exploded, pointing out that now she couldn't run the club suit because she couldn't get back to her hand. So South gave him the back to her hand, and showed him! Right across the mouth!

The score was then found to be inaccurate, and everybody decided to call it an evening. In fact, they decided to call it a friendship!

The forthcoming marriage between East and West was cancelled, but not before an ugly court wrangle! The three-year-old marriage between North and South was ended in a quickie Mexican Divorce!

And there you have the effectiveness of "separating suits"!

LIKE WE SAID, BRIDGE IS A PLEASANT WAY TO SOCIALIZE WITH FRIENDS! FRIENDS YOU CAN'T STAND AND WANT AN EXCUSE TO GET RID OF, THAT IS!

And now, Don Martin, who loves the men who go down to the sea in ships (mainly because they leave lonesome women behind), tells about a parrot and his master,

THE OLD SALT

Pick up any newspaper these days, and what do you find? We'll tell you what you find! You find murders, accidental deaths, disasters, and all sorts of depressing stories. That's what you find. And this is people's troubles. So we're asking: why don't newspapers try there's a bright side to even the most tragic story? If they d

ON THE SUNNY SIDE OF THE SHEET DEPT.

ALL THE NEWS IS GOOD NEWS

The Daily

PUBLISHED BY TH

Vol. 1, No. 1 Wedne

ELDERLY PAIR LOOKS FORWARD TO NEW H

Bosley Skagg, 94, and his wife, Penelope, 87, look forward to m into their new home. It will be a new adventure for the Skaggs had been living in the same residence (above) for more than 50 The elderly couple was evicted yesterday by their son, Myron. Th home the Skaggs will move into is the State Home For The Aged

EMPLOYER LEADS LIFE OF EA DESPITE BUSINESS PRESSURE

SPOKANE, Wash. May 19 — A man here has shown that it is possible to build up a profitable business and still not be tied down to his job.

Philo Fosdick has arrang work so that he has practica of his day free for leisure. H been running a successful p stuffing establishment in hi home.

"It's been a honey of a states Fosdick. "All I gotta check once or twice a day o things are going. Why the ness practically runs itself!

News of the venture be known when Social Worker covered that Fosdick was fo his three children, aged s nine and twelve to work 14 a day while chained in the Fosdick is now being held b lice for illegal child-labor tices.

Every cloud has a silver lini

LUCKY MAN FINDS LOST LUCKY PENNY

PITTSBURGH, Pa. May 20—J. Weldon Wembley had been searching for his lost lucky penny for two years. He always felt that he would find it.

This morning, while fingering a torn section in the lining of his coat, his hand touched something round and metallic. Sure enough, it was his lucky penny!

"I always knew I'd find my lucky penny," stated Wembley. "It just proves what can happen if you don't give up hope."

The lining of his coat was torn last night when two hoodlums robbed Wembley of his wallet, then kicked and pounded him into unconsciousness. Wembly discovered the coin after being taken to Mercy Hospital, where he is reported in fair condition.

All is for the best!

HOBBYIST LAUNCHES BOAT HE BUILT IN BASEMENT

FURDVILLE, Ohio, May 19—Glenn Pladde, an amateur boatbuilder, launched his 12-foot dinghy today three weeks ahead of schedule. He began building the boat in his basement last September, and never thought that he would be able to use it so soon.

The early launching was caused by a flash flood which swept through Furdsville yesterday, carrying off Pladde's house, Pladde's dinghy, and Pladde himself. 65 others were drowned in the disaster.

ACME BECOMES

T. Finster Moody, Presider company's line-up of jet ai Acme has become the firs sively. The aviation miles three non-jet planes collide

bad. Things are tough enough today without having to read about other
y to cheer us up for a change? Why don't reporters and editors realize
lid, we would all be a lot happier reading cheerful newspapers like

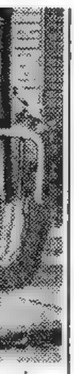
y Optimist

HE POLLYANNA PRESS

WEATHER
Fair and sunny with pleasant seasonable temperatures except between 7 a.m. and 12 midnight.

esday, May 20, 1959 — Price: a bright, shiny nickel

HOME



oving
, who
years.
e new

SE

ed his
lly all
te has
illow-
s own

deal,"
do is
n how
busi-
"

ecame
s dis-
rcing
seven,
hours
attic.
by po-
prac-

ng.

COUPLE STRIKES IT RICH PLANS EUROPE VACATION

NEW YORK CITY—May 19. Felix Farquahr is richer today by some $50,000. He will use the windfall to take his wife, Lydia, on a long-awaited trip to Europe, via the luxury liner Queen Mary. "Lydia and me, we been planning a trip t' Europe fer 19 years," stated Farquahr. "I promised her a trip when we was married, but we never had the money!"

The lucky couple plans to visit London, Paris, Rome and other European centers of interest. According to Farquahr, they will leave next week and will spend more than three months abroad.

Farquahr, a landlord, collected the $50,000 from his insurance company after a fire last night wiped out three of his condemned tenements. Seven people were killed in the blaze which also made 35 families homeless.

WIFE MEETS HUBBY AFTER 25 YEARS

ST. LOUIS. May 19 — For 25 years, Mrs. Ethel Frong has pondered the whereabouts of her husband, Herman Frong, who vanished without a trace in 1934. Imagine her surprise when she ran into him at 3rd and Main Streets yesterday.

Adding to the coincidence, Frong had been living only six blocks from his wife. "I couldn't believe my eyes," exclaimed Mrs. Frong after their chance meeting.

When she ran into her husband, Mrs. Frong was driving her automobile. The impact of the accident knocked Frong 40 feet, killing him instantly.

Keep your sunny side up.

TOWN GETS TAX RELIEF

WEST GULCH, Ky. May 19—The 74 citizens of West Gulch have no tax problems. It was learned today that they will have to pay no Federal, State, or local taxes this year . . . or any year in the future.

A gas main exploded last night, killing every person in the community.

Laugh and the world laughs with you.

Never say die!

MIAMI MAN SOLVES HIGH COST OF LIVING

MIAMI, Fla. May 20—A local man has proven the old adage that two can live as cheaply as one, even in these days of rising prices.

Hector Sedgewick revealed that it cost him nothing more when there were two mouths to feed than when he lived alone. He declared that despite the acquisition of a roommate last week, his living costs had not risen in the slightest.

His roommate was 11-year-old Tommy Goober, whom Sedgewick had kidnapped and held for $10,000 ransom. Young Goober, now 15 pounds lighter, told police that he was given nothing to eat during the period. Sedgewick will be arraigned on a kidnapping charge today.

Life can be beautiful!

SEVEN MAGIC NUMBER FOR CALIFORNIA MAN

FRESNO, Calif. May 19—Seven has always been a magic number for Fenwick Gribble.

He was born on the seventh day of August (the seventh month) in 1927.

He is the seventh son of a seventh son.

Both his first and last names have seven letters.

He lives at 77 Seventh Ave.

His height is five feet seven inches.

His weight is 177 pounds.

At 7 a.m. this morning on State Highway #7, he fatally injured seven people in a head-on collision.

What—me worry?
Let a smile be your umbrella on a rainy rainy day.

S FIRST ALL-JET AIRLINE

nt of Acme Air Lines, proudly points to his
rcraft at La Guardia Airport in New York.
t passenger air line to fly jet planes exclu-
tone occurred last night when Acme's last
d in mid-air, killing 246.

Ask most people how they like their jobs, and nine out of ten will look at you, shrug, and say "Eccch!" Why is this? We'll tell you why! Because the tenth one is probably the boss's son! Actually, people today have no enthusiasm for their work! They have no loyalty! No team spirit! But MAD has just the solution for this! Big Business, Labor and other groups could really instill enthusiasm, loyalty and spirit among their members if they adopted and encouraged everybody to sing these . . .

ON-THE-JOB MARCHING SONGS

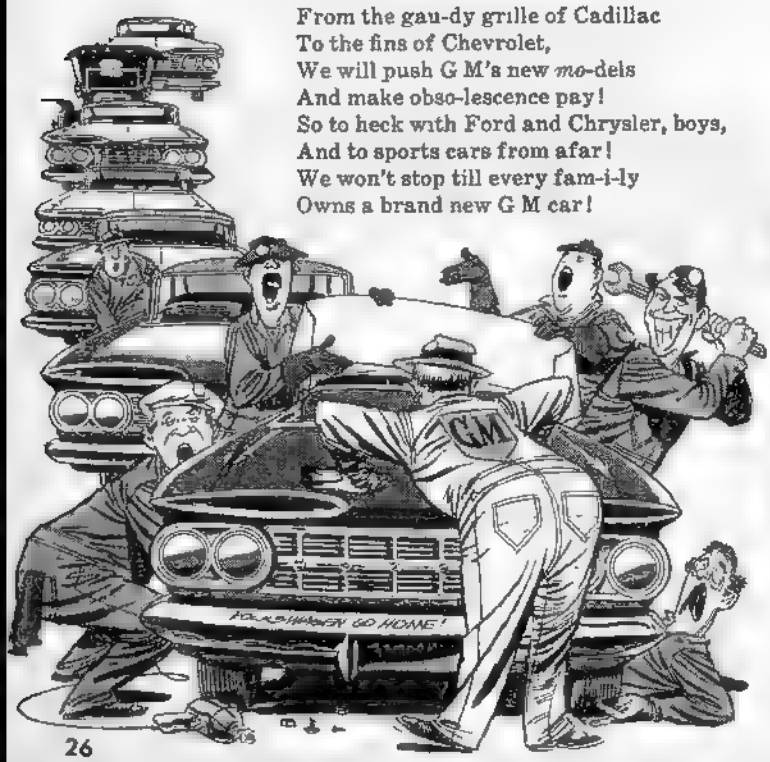
PICTURES BY GEORGE WOODBRIDGE

TEXT BY FRANK JACOBS

The GENERAL MOTORS Hymn

(To the tune of "From The Halls Of Montezuma")

From the gau-dy grille of Cadillac
To the fins of Chevrolet,
We will push G M's new *mo*-dels
And make obso-lescence pay!
So to heck with Ford and Chrysler, boys,
And to sports cars from afar!
We won't stop till every fam-i-ly
Owns a brand new G M car!



The BELL TELEPHONE Operators' March

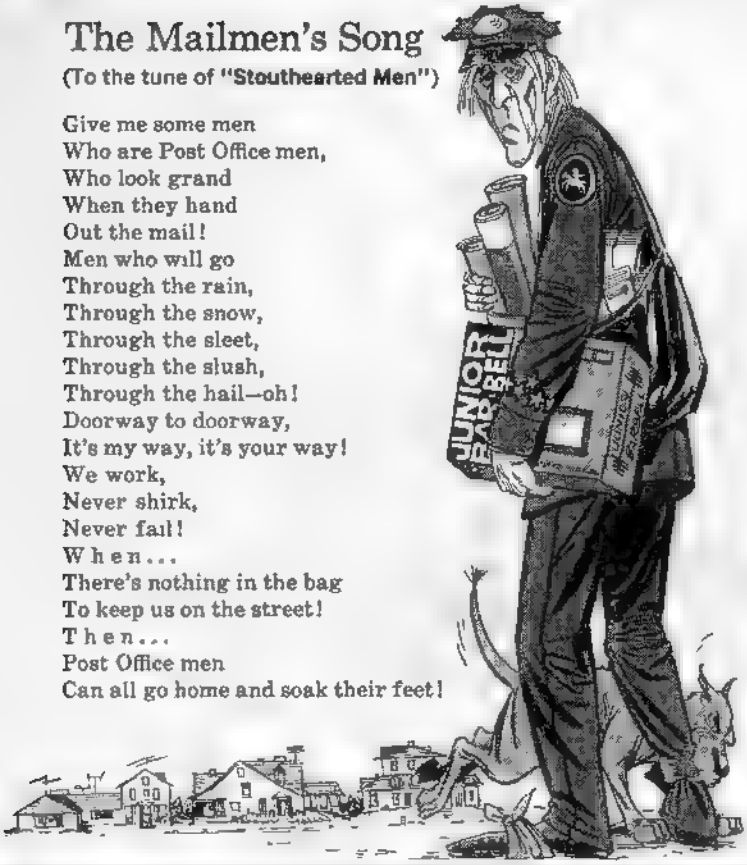
(To the tune of "Cheer, Cheer For Old Notre Dame")

Ring—ring for Bell Tele-phone!
We look up numbers when they're unknown!
We place calls for V I P's!
We listen in each time we please!
We are efficient! We are alert!
We hear the gossip! We pick up dirt!
Every time a call's cut off, we
Hang up a vic-tor-ee!

The Mailmen's Song

(To the tune of "Stouthearted Men")

Give me some men
Who are Post Office men,
Who look grand
When they hand
Out the mail!
Men who will go
Through the rain,
Through the snow,
Through the sleet,
Through the slush,
Through the hail—oh!
Doorway to doorway,
It's my way, it's your way!
We work,
Never shirk,
Never fail!
W h e n . . .
There's nothing in the bag
To keep us on the street!
T h e n . . .
Post Office men
Can all go home and soak their feet!



The Garbage Collectors' Chanty

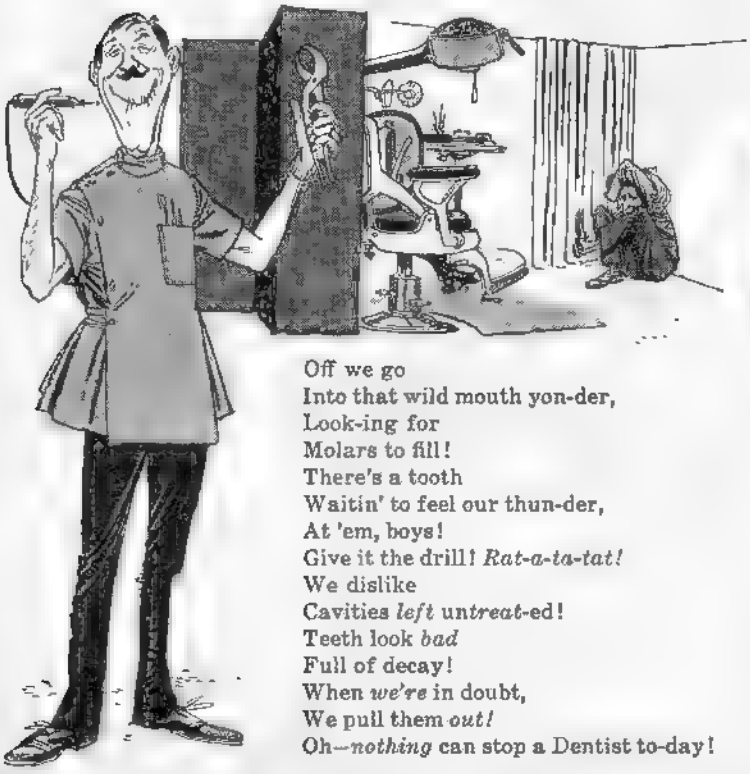
(To the tune of "Anchors Aweigh!")

Trash cans a-way, my boys!
Trash cans a-way!
Let's hear you make some noise!
We'll wake 'em up to day—ay—ay—ay!
Egg shells and coffee grounds,
Grease from the pan,
Can't make ear-splitting sounds
So—*Dump* that garbage,
Dump that garbage can!

**Aldo Ray in "The Voice of the Turtle"

The Dentist's March

(To the tune of the "Air Force Song")



Off we go
Into that wild mouth yon-der,
Look-ing for
Molars to fill!
There's a tooth
Waitin' to feel our thun-der,
At 'em, boys!
Give it the drill! *Rat-a-ta-tat!*
We dislike
Cavities *left* un*treat*-ed!
Teeth look *bad*
Full of decay!
When *we're* in doubt,
We pull them *out!*
Oh—*nothing* can stop a Dentist to-day!

The KELLOGG COMPANY'S Push Song

(To the tune of "On Wisconsin")

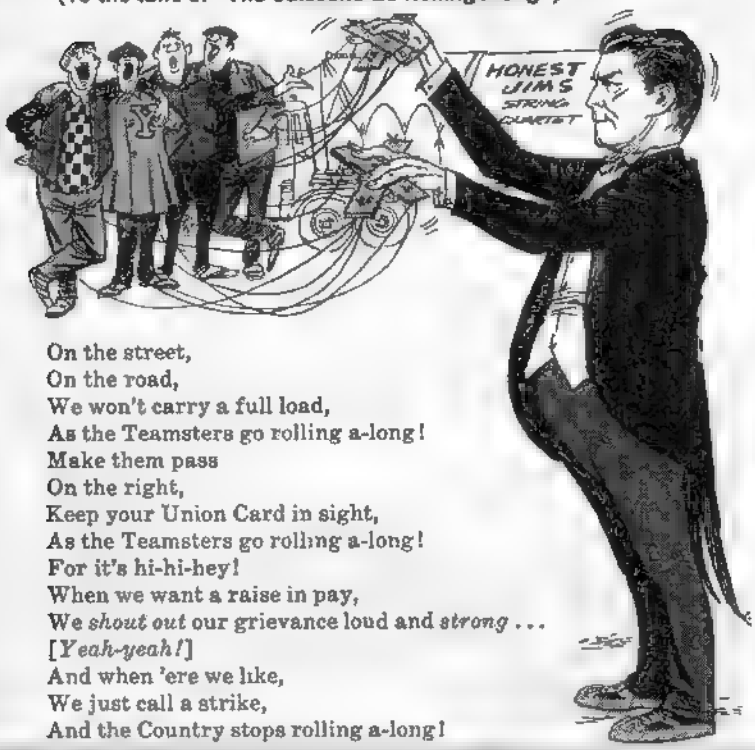
Push Rice Krispies!
Push Rice Krispies!
Snap, *Crack*-le and Pop!
While you're at it,
Push our Corn Flakes!
Fi-nest of the crop—

yum! yum! yum!

Shout that each is
Great with peaches,
Fresh or from the can!
And, while you're push-ing,
Don't for-get
All-Bran!

The March Of The Teamsters

(To the tune of "The Caissons Go Rolling Along")



On the street,
On the road,
We won't carry a full load,
As the Teamsters go rolling a-long!
Make them pass
On the right,
Keep your Union Card in sight,
As the Teamsters go rolling a-long!
For it's hi-hi-hey!
When we want a raise in pay,
We *shout out* our grievance loud and *strong* . . .
[*Yeah-yeah!*]
And when 'ere we like,
We just call a strike,
And the Country stops rolling a-long!

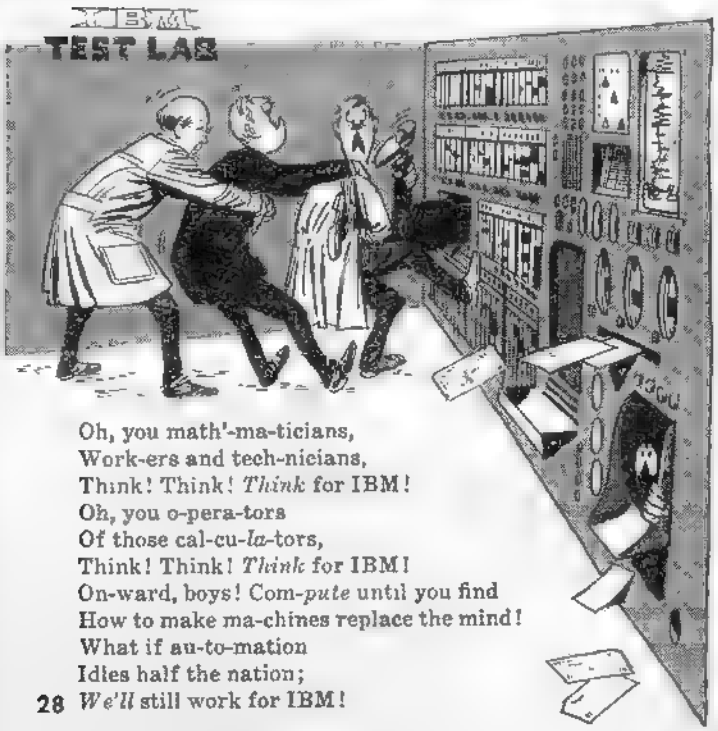
The Stockbrokers' Chorus

(To the tune of "I've Been Working On The Railroad")

We've been work-ing down on Wall Street,
Stocks we sell and buy!
We've been work-ing down on Wall Street,
And we'll work there till we die!
Can't you see the ticker flash-ing:
"*Buy now—in-vest your ex-tra cash!*"
Can't you hear the brokers shout-ing:
"*Sell—here comes the crash!*"

"Think"— The Song Of The IBM Workers

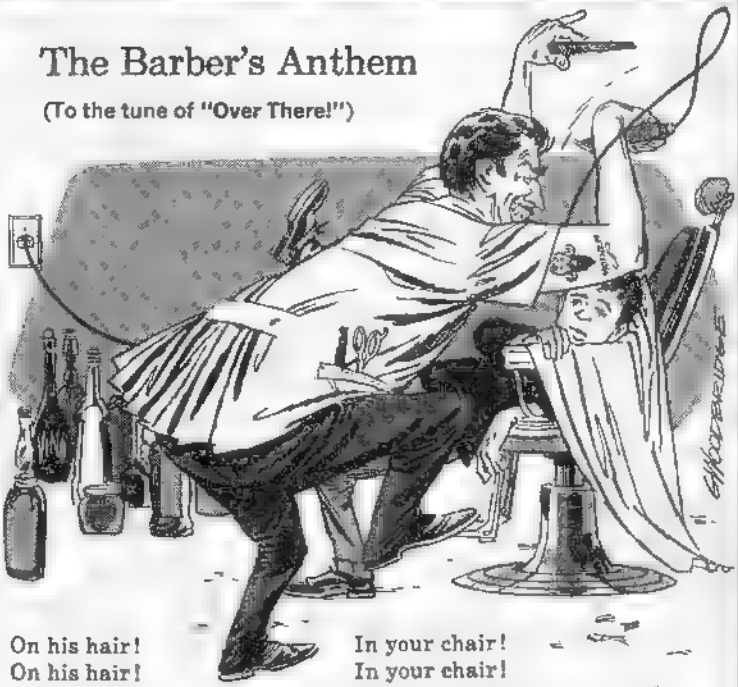
(To the tune of "The Song Of The Vagabonds")



Oh, you math'-ma-ticians,
Work-ers and tech-nicians,
Think! Think! *Think* for IBM!
Oh, you o-pera-tors
Of those cal-cu-*la*-tors,
Think! Think! *Think* for IBM!
On-ward, boys! Com-*pute* until you find
How to make ma-chines replace the mind!
What if au-to-mation
Idles half the nation;
We'll still work for IBM!

The Barber's Anthem

(To the tune of "Over There!")



On his hair!
On his hair!
Sprinkle goo,
Spill shampoo,
On his hair!
Give that man a crew cut,
Or try a new cut,
But *make sure* you cut
Off his hair!

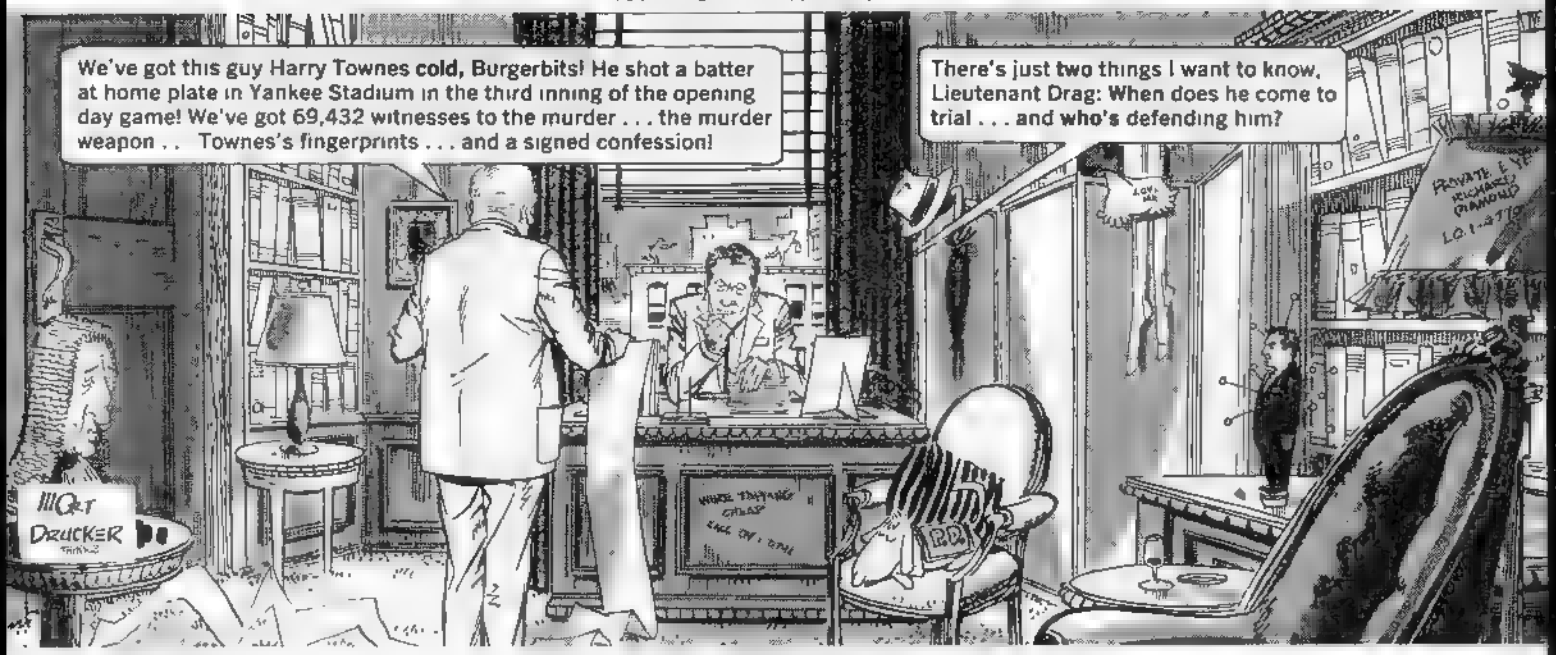
In your chair!
In your chair!
Give your views
While he stews
In your chair!
Keep on gab-bin',
Complainin', crab-bin'!
'Cause he can't get up
Till you're finished with his hair!

A SWITCH IN CRIME DEPT.

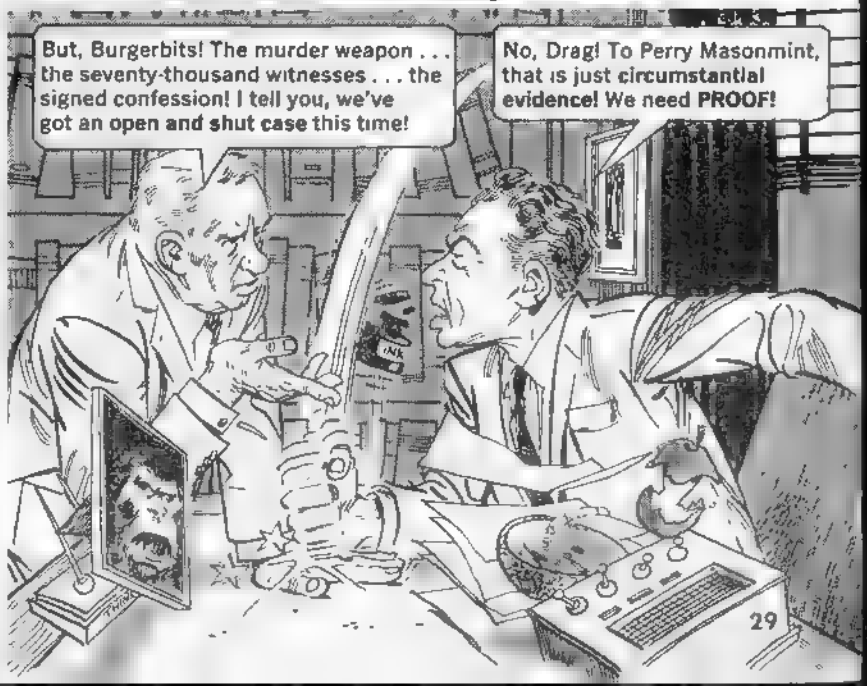
Every single Saturday night for the past two years on TV, master sleuth and legal eagle, Perry Masonmint, has outwitted District Attorney Hamilton Burgerbits. Now, we don't know if this poor schnook of a DA ever wins any cases during the week, but we certainly think it would be a refreshing change if, just for once, we could turn on our television set, and watch . . .

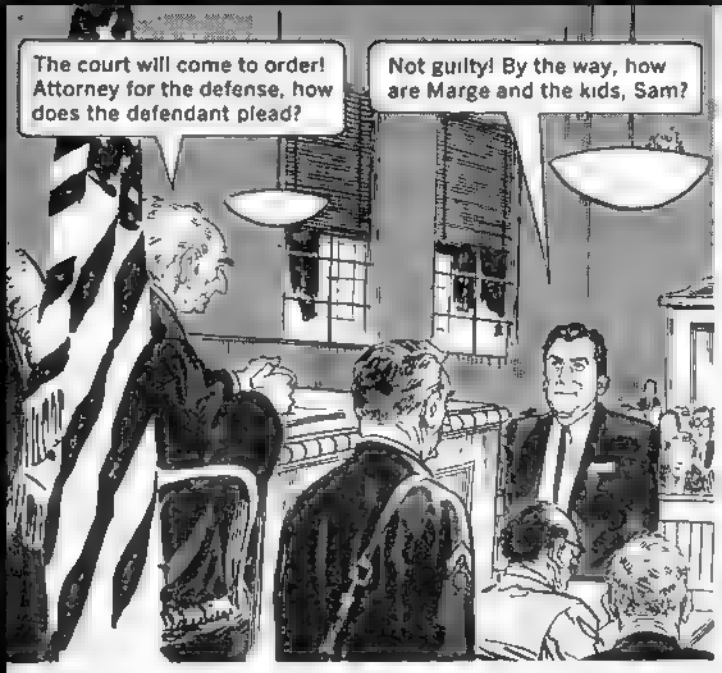
THE NIGHT THAT PERRY MASONMINT LOST A CASE

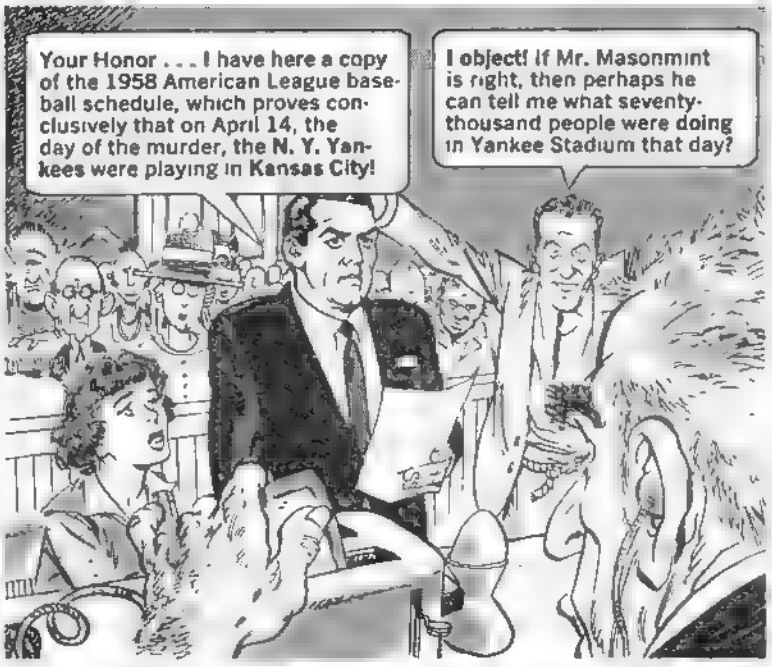
PICTURES BY MORT DRUCKER

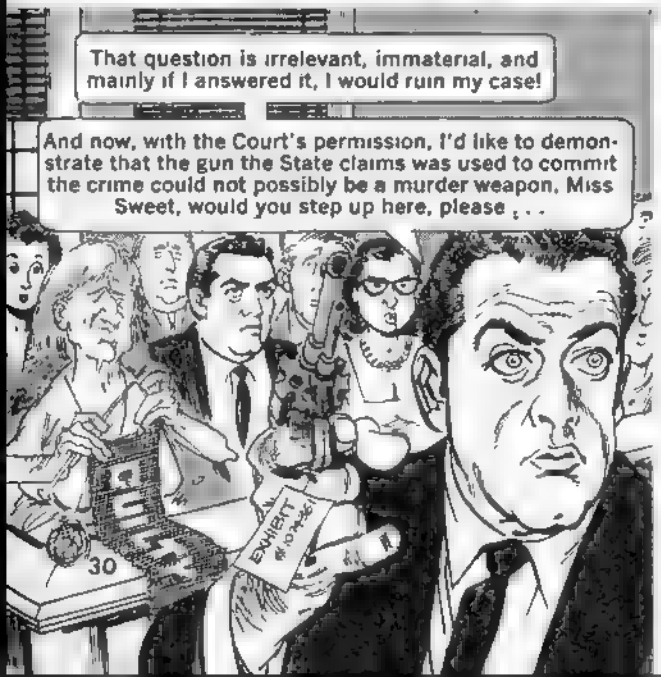


**McCarran-Walters in "Welcome Stranger"



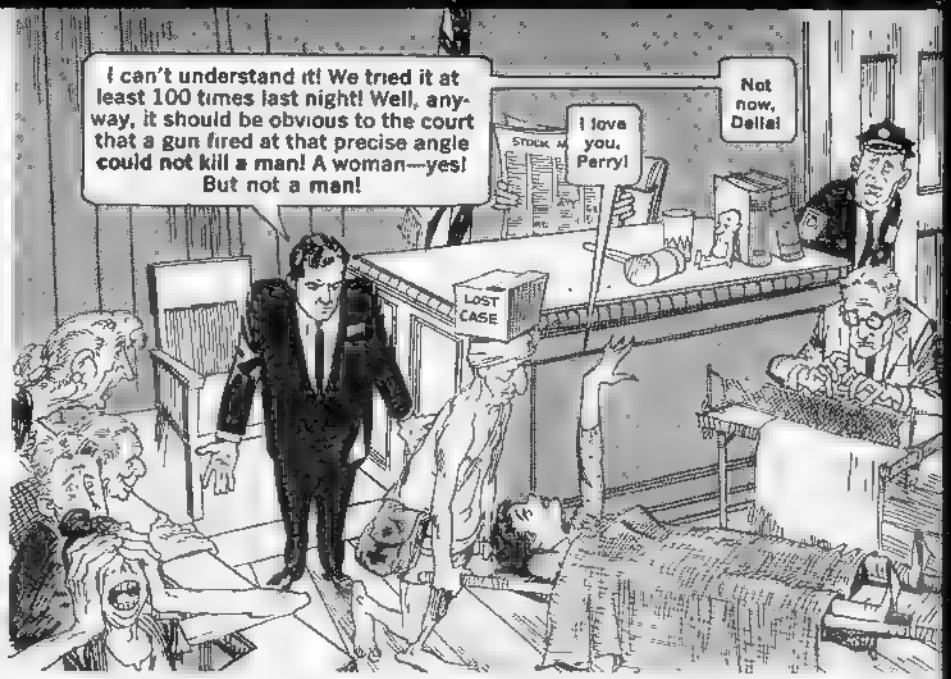


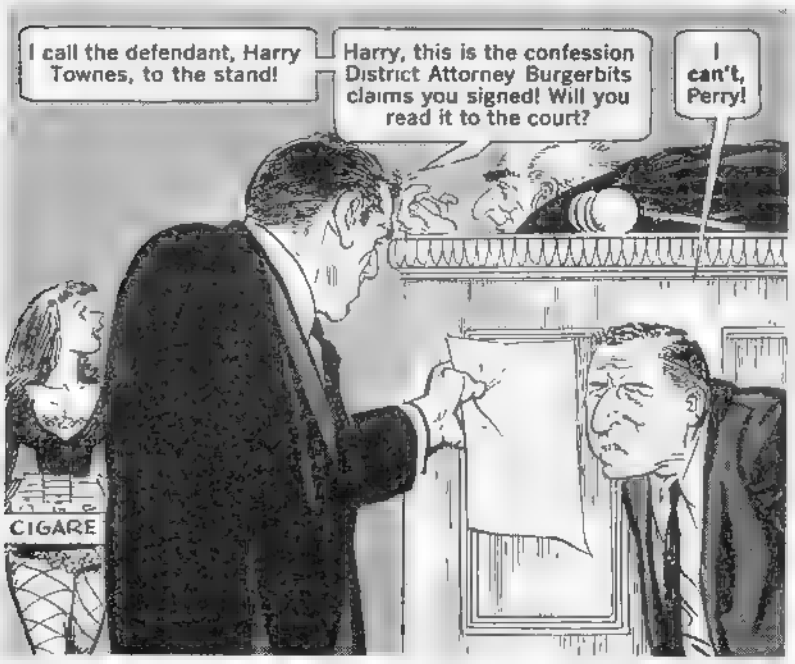


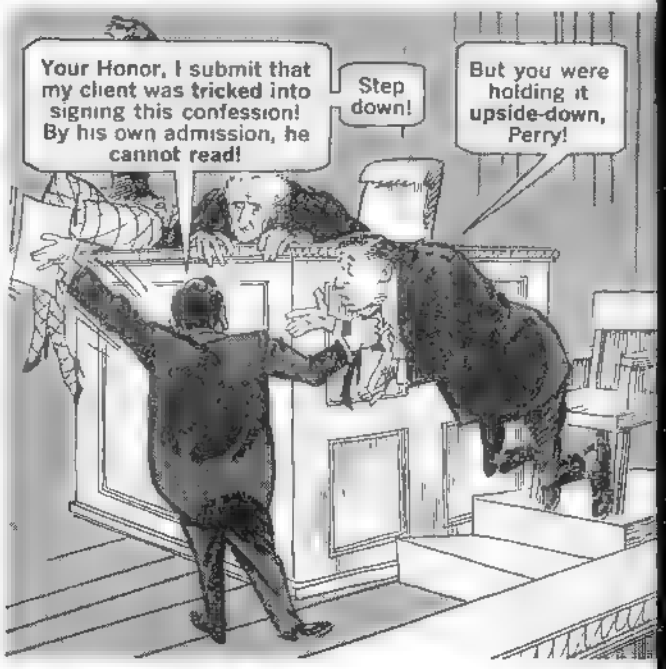


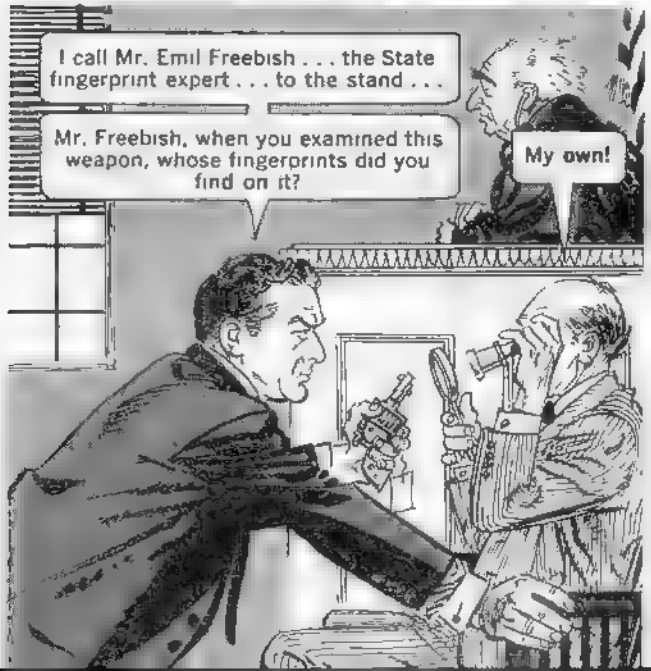
Zsa Zsa Gabor in "How To Marry a Millionaire"

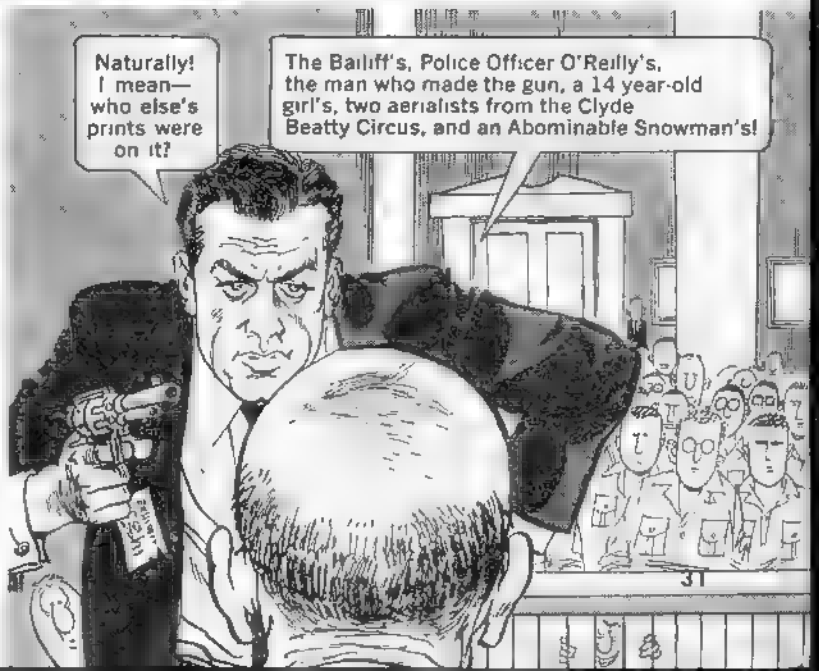
BAM!


I can't understand it! We tried it at least 100 times last night! Well, anyway, it should be obvious to the court that a gun fired at that precise angle could not kill a man! A woman—yes! But not a man!
I love you, Perry!
Not now, Della!
LOST CASE


I call the defendant, Harry Townes, to the stand!
Harry, this is the confession District Attorney Burgerbits claims you signed! Will you read it to the court?
I can't, Perry!
CIGARE


Your Honor, I submit that my client was tricked into signing this confession! By his own admission, he cannot read!
Step down!
But you were holding it upside-down, Perry!


I call Mr. Emil Freebish . . . the State fingerprint expert . . . to the stand . . .
Mr. Freebish, when you examined this weapon, whose fingerprints did you find on it?
My own!


Naturally! I mean—who else's prints were on it?
The Bailiff's, Police Officer O'Reilly's, the man who made the gun, a 14 year-old girl's, two aerialists from the Clyde Beatty Circus, and an Abominable Snowman's!

You mean to tell the Court you found all those fingerprints on this gun?

Not on the entire gun! Those were just on the barrel! We're still working on the handle!

Thank you, Mr. Freebish! You can step down!

Just one minute, Mr. Freebish! Would you take the murder weapon from Mr. Masonmint, and tell the Court whose fingerprints you find on it NOW?

PERRY MASONMINT'S!

Exactly! Your Honor, I contend that Perry Masonmint committed this murder!

That he tried to kill Della Sweet because she knew too much . . . That he sent Paul Dreck on a wild goose chase to get him out of this courtroom . . . and that this morning, he married the defendant, Harry Townes, so Harry couldn't testify against him!

Mr. Masonmint, do you know why 70,000 fans were in Yankee Stadium on a day when the Yankees were in Kansas City? I'll tell you why! I invited them there! I wanted them to witness that murder! They're all personal friends of mine, and I intend to call each and every one of them to the stand to testify! I'm going to convict you, Masonmint, if it takes a lifetime! Mr. Bailiff . . . start calling these witnesses to the stand in alphabetical order . . .

Anthony A. Aardvark, take the stand, please!

Where did I go wrong, Della?

Burgerbits tricked you, Perry! This is Friday night!

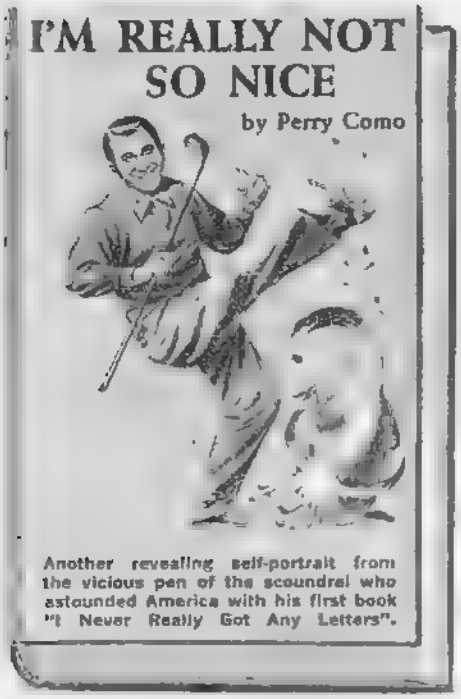
Here it is, Perry! Rogers Hornsby never hit a home run in Yankee Stadium during a regular season! He played his entire career in the NATIONAL LEAGUE!

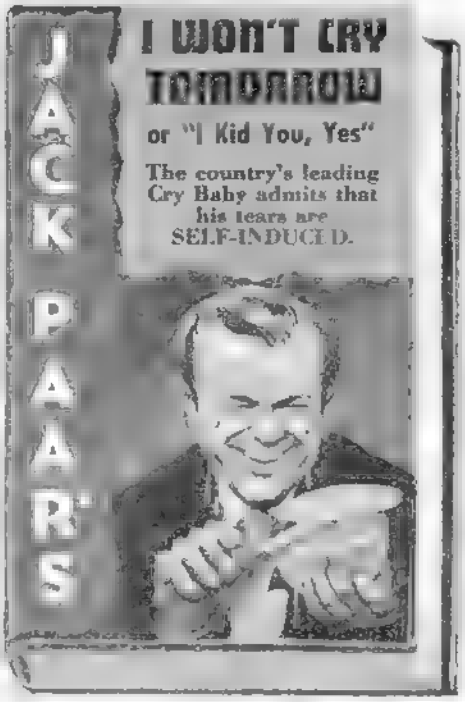
Oh, shut up!

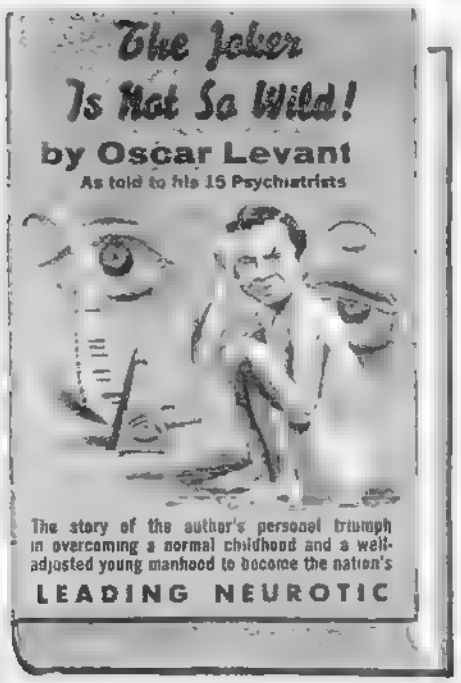
CONFESSION IS GOOD FOR THE SALE DEPT.

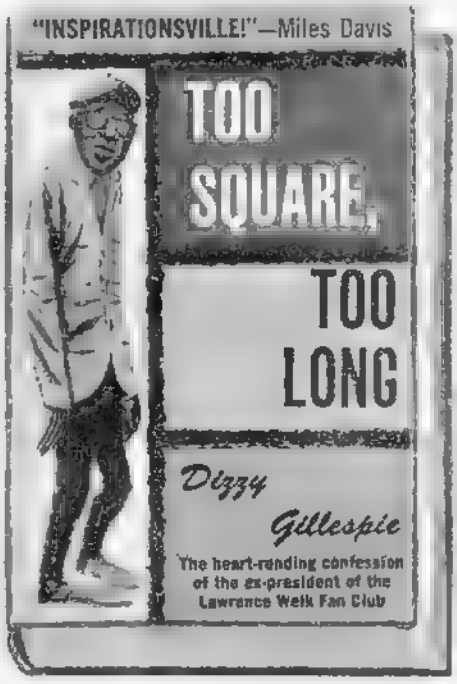
The newest literary trend seems to be these confession-type books in which the writer, usually a well-known personality, lays bare his soul and tells all; books like "I'll Cry Tomorrow", "The Joker Is Wild", and "Too Much, Too Soon". Not only have these revealing autobiographies become best-sellers, they've also been made into movies thereby earning additional revenue for their authors. MAD feels that the success of these books will encourage other celebrities to hop on the bandwagon and before long we'll be seeing these . . .

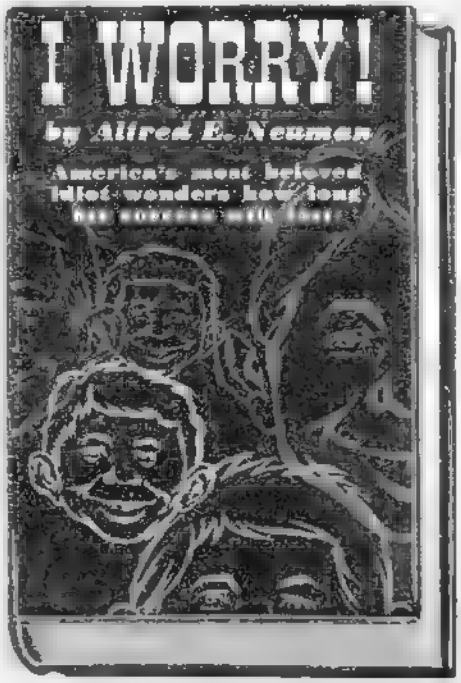
FUTURE "CONFESSION" BOOKS











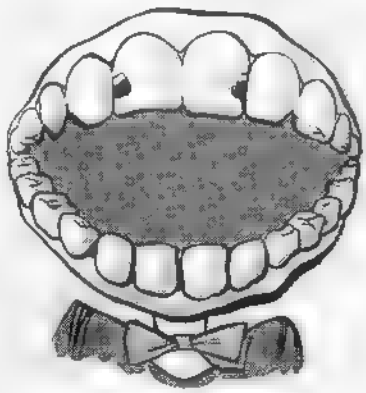
FACE VALUE DEPT.

If you're a fella, you probably have a good idea what you look like from staring into your bathroom mirror while shaving. (And if you're a girl, you probably have a good idea what you look like from staring into your compact mirror while shaving.) But the truth is . . . other people see you a lot differently than you see yourself. Because people who know you have their own way of recognizing you. So, with this article, MAD shows . . .

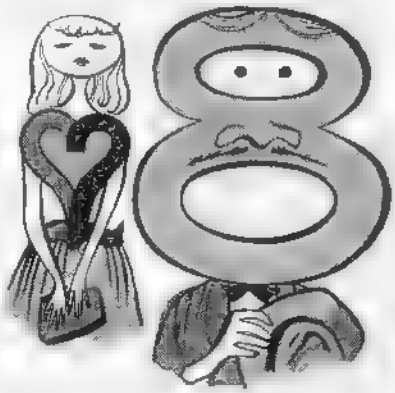
How

HOW YOU LOOK TO
YOUR NEWSDEALER

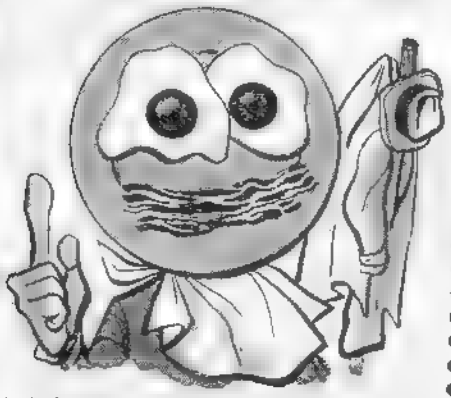
HOW YOU LOOK TO
YOUR DENTIST



HOW YOU LOOK TO
YOUR ELEVATOR MAN

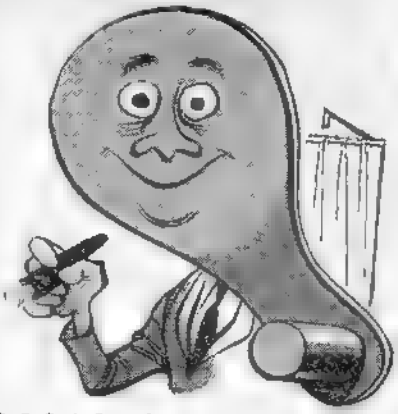


HOW YOU LOOK TO
YOUR WAITRESS

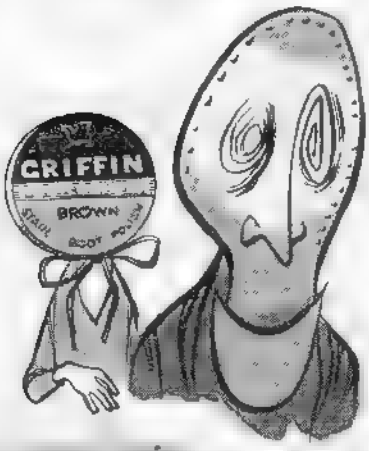


HOW YOU LOOK TO
YOUR LAWYER

HOW YOU LOOK TO
YOUR CONGRESSMAN



HOW YOU LOOK TO
YOUR SHOEMAKER



HOW YOU LOOK TO
YOUR WIFE

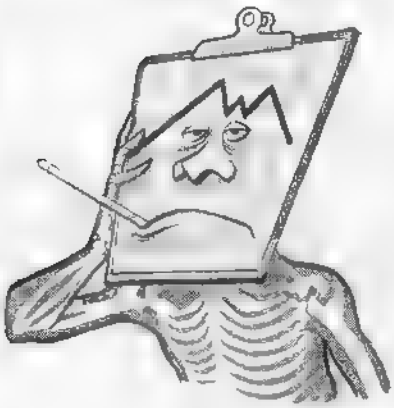
HOW YOU LOOK TO
YOUR CLERGYMAN

**Jack Kerouac in "Rebel Without A Cause"

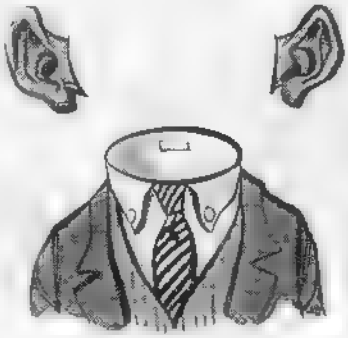
You Look to Other People

PICTURES BY BOB CLARKE

HOW YOU LOOK TO
YOUR DOCTOR

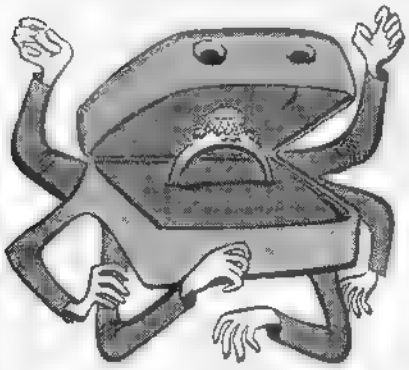


HOW YOU LOOK TO
YOUR BOSS

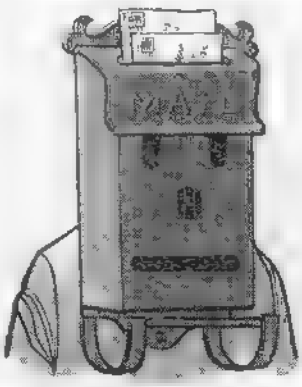


HOW YOU LOOK TO
YOUR BARTENDER

HOW YOU LOOK TO
YOUR FIANCEE



HOW YOU LOOK TO
YOUR POSTMAN



HOW YOU LOOK TO
YOUR GARAGEMAN

HOW YOU LOOK TO
YOUR MANICURIST

HOW YOU LOOK TO
YOUR BARBER

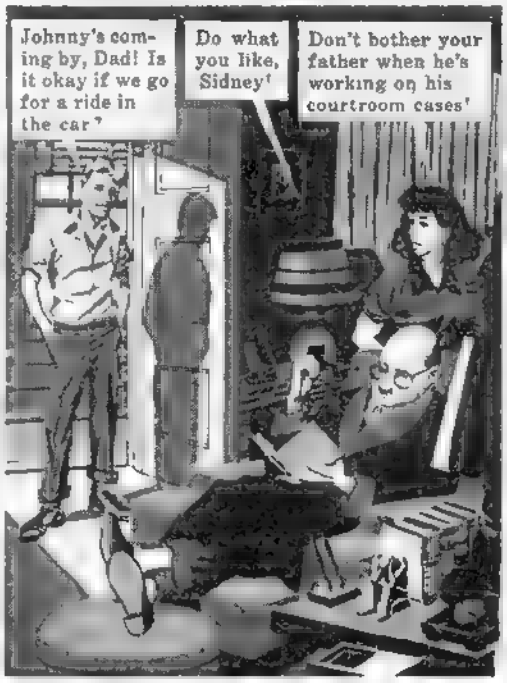
HOW YOU LOOK TO
YOUR TEACHER

Whenever we see one of those hour-long TV dramas, we're thankful that there's a place where people can see the works of talented American writers performed as they were written! Namely, Broadway! Because most TV dramas these days are

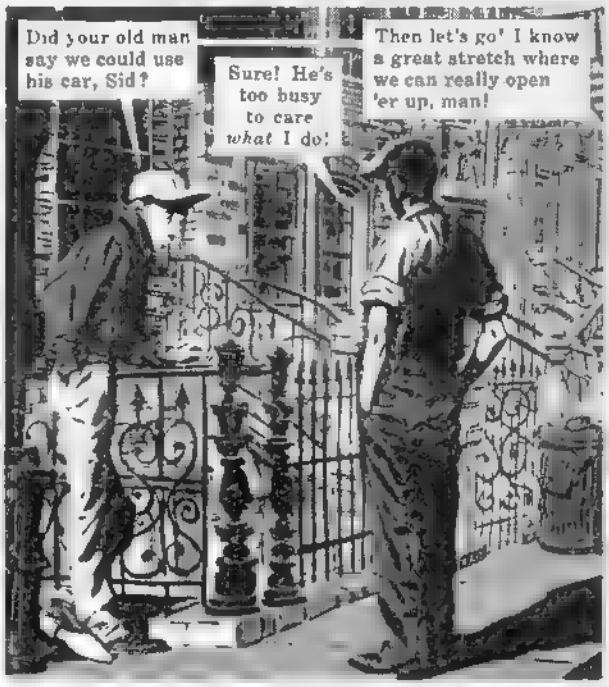
How A Television

Here is the original script as it was first written by the Author, who has also included his personal comments:

In this play, I show how it is possible for a boy to have all the benefits of a good home, and still feel unwanted. The first scene shows how Sidney's father, a judge, is too involved in courtroom work to pay attention to his son.



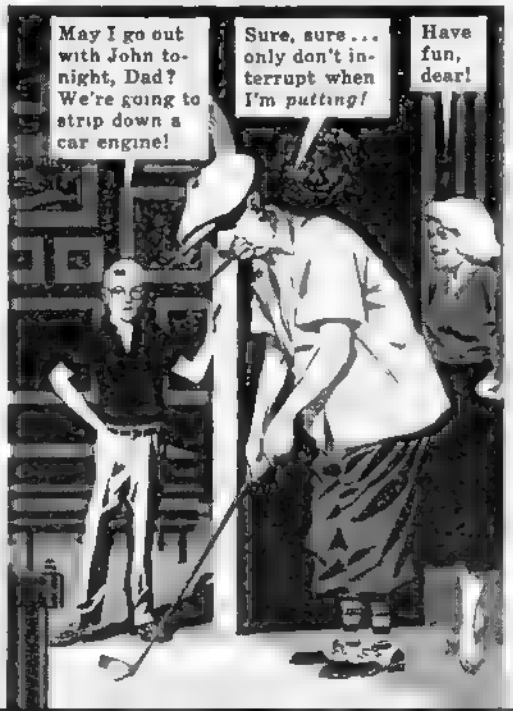
This next scene shows Sidney's feelings toward his father . . . his resentment at being ignored. This lack of companionship between father and son is really what drives Sidney into seeking the friendship of a mixed-up boy like Johnny.



PICTURES BY WALLACE WOOD

From the Author, the script then went to the Script Editor of the program who made the following changes and comments:

This is a fine script! Let's not touch a thing! Except . . how many boys have fathers who are judges? One out of 5000? That's why I've made the old man a professional golfer. My old man was a professional golfer, and he ignored me!

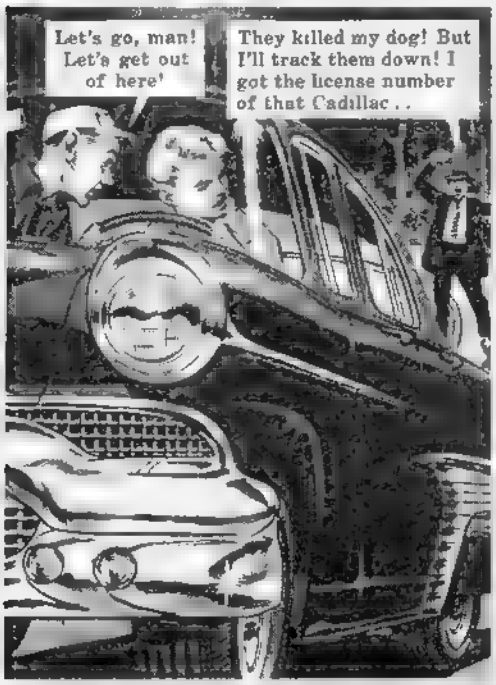


Nothing to be changed here, except I don't feel we should sympathize with the boy too much. So I've made him a mechanical genius, an egghead. That way it really isn't so much the old man's fault. I know! I've got an egghead for a son!

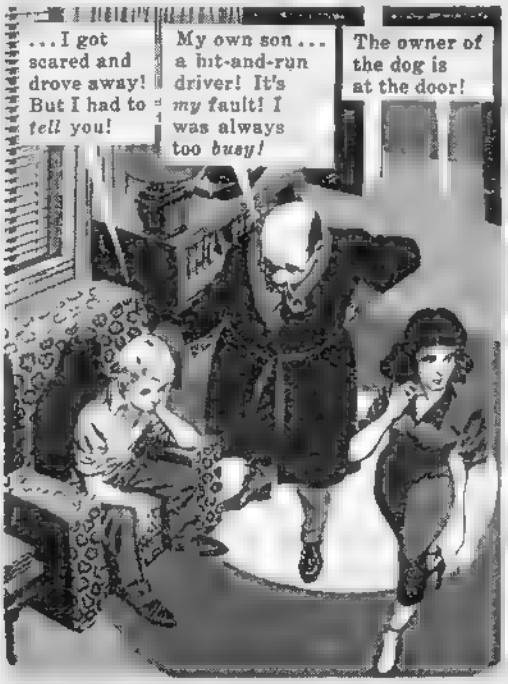
pretty sad! In fact, we've often wondered what happens to a TV script once the writer turns it in. Recently, a network spy sent us the following material from a play to be presented on the Gloober Playhouse which clearly shows

Script Is Born

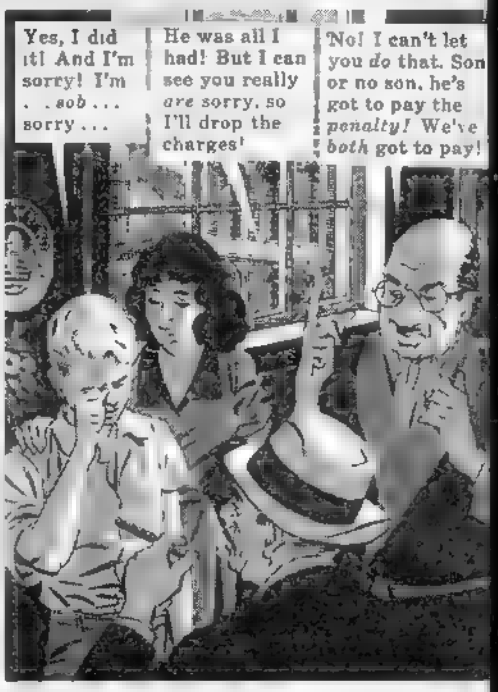
Goaded by Johnny, Sidney drives wildly through town until he accidentally strikes down a dog. He is immediately sorry for what he has done, but lacks the moral fiber to stop and face the dog's owner, so he speeds away from the scene.



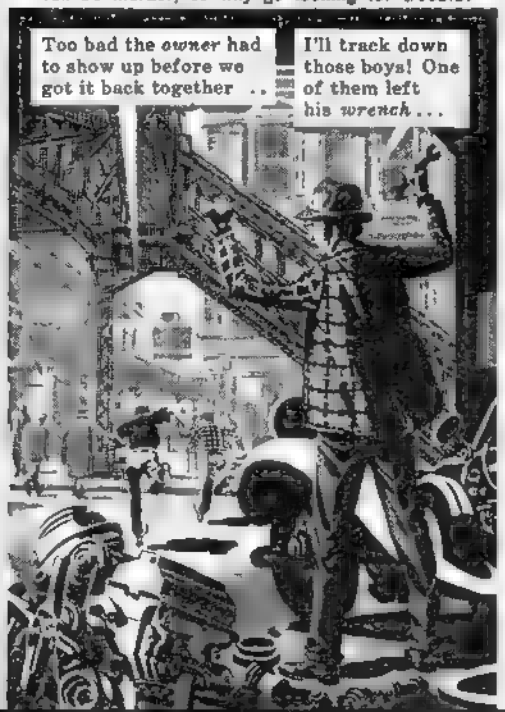
This scene depicts Sidney's moment of manhood. We see that he is basically a responsible person when he confesses what has happened to the judge. We also see the judge's moment of truth when he realizes his own failings as a father.



Confronted by the dog's owner, the judge faces a difficult decision. As a father, he is guilty of neglecting his son. But as a judge, he must be impartial. He decides, therefore, to bring the actions of his son (and himself) to trial.

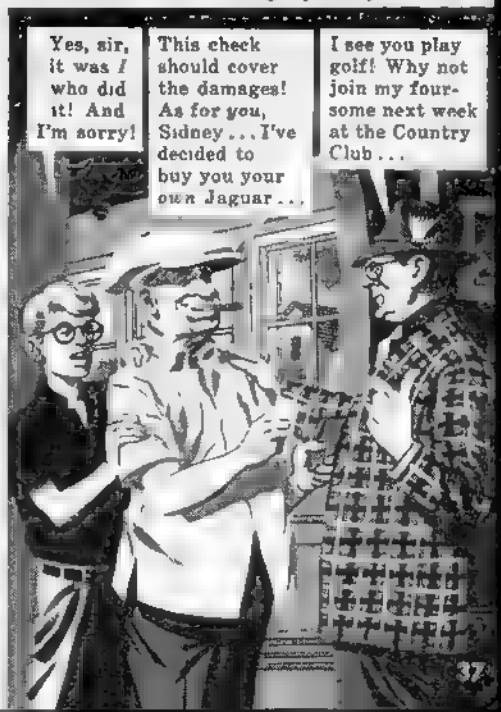


Note that I've changed the Caddy to a Jaguar here. I own a Jag myself, and I know how keen they are! Also note that I've eliminated the dog-killing. Those A. S. P. C. A. phone calls can be murder, so why go looking for trouble?



This scene is okay, except it misses the boat. Sidney's father isn't upset; in fact he's sort of pleased to find his kid is human, and isn't so perfect. After all, that's the way I'd act if it happened to that smart-aleck kid of mine.

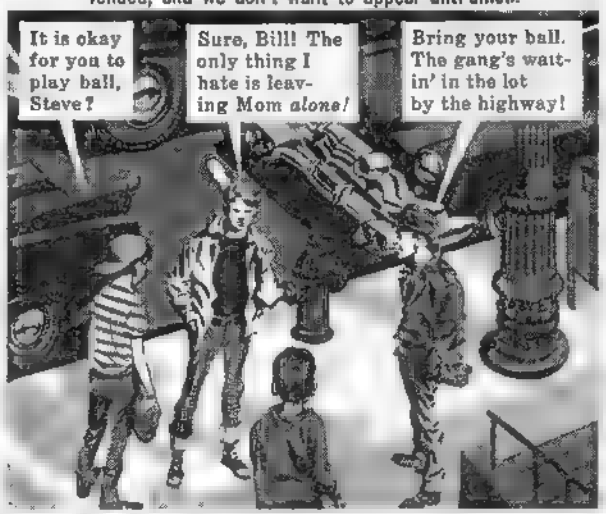
This scene lacked warmth, so I've fixed it. By offering to buy Sidney his own Jaguar, the old man turns out to be a swell guy, and everybody is happy, which always makes a good ending. I know it's the kind of ending my family'd like.



From the Script Editor, the play then went to the Advertising Agency TV Director who read it and made these changes:

Scriptwise, this play is great. But I was just a little bothered by the father, so I've eliminated him. I've also changed the boy's name from Sidney to Steve—sounds more **American.** We can't afford to offend the American Legion!

Note that Steve and his friend, Bill (the name "John" is distasteful, reminds people of John Wilkes Booth!), are no longer **boy mechanics.** The **real** mechanics in the country might be offended, and we don't want to appear anti-union.



Wallis Simpson in "The King and I."

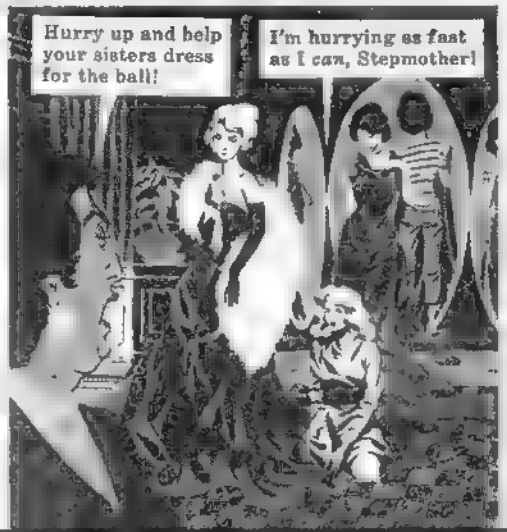
From the Ad Agency TV Director, the script was turned in to the Sponsor who had his own thoughts and made these changes:

This is a fine play. However, may I remind you that it's sponsored by Gloober's Breadcrumbs, not Baseball. Since Gloober's Breadcrumbs are used by women, I've made the central character a girl, naming her Maxine, after my daughter.

Note my new emphasis on Rock 'n Roll. I think this is important for product-exposure. Teenagers are potential Breadcrumb-buyers, so if we tie the two together in their minds, they'll buy Gloober's Breadcrumbs when they **grow up.**

From the Sponsor, the script was then sent to a Network Vice-President who put the finishing touches on this final version:

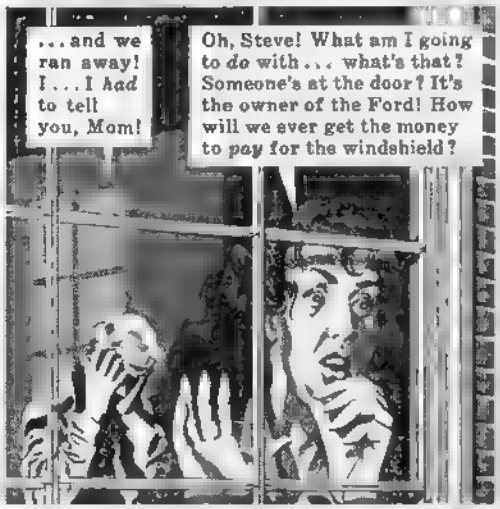
Great script! Wouldn't want to touch it! But I do think that having a mother nag an unmarried daughter might offend **spinster** TV fans. So I've made it into a stepmother-stepdaughter relationship, and I've added a few stepsisters.



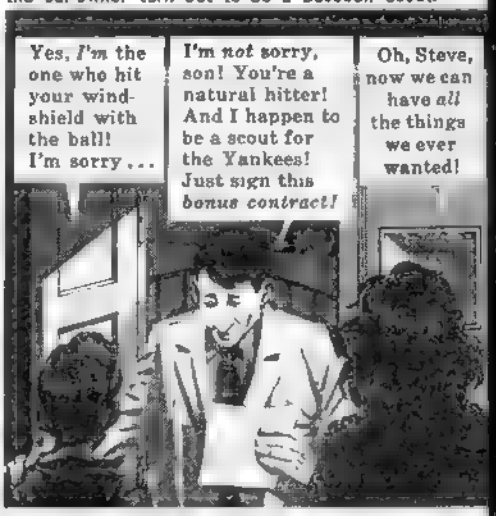
Since Rock 'n Roll might offend **parents,** I've changed the stage show to a fancy costume ball. By replacing the girl friend with a godmother, we add **family interest,** and also create a part for Daphne Rancid, who's under contract to us.

I've rewritten here so the boys play **baseball**. This agency is also handling the Major League telecasts this season, so we might as well get in a plug where we can. I've also changed the car to a **Ford**. It might help land the account.

No changes! I just want to point out that by eliminating the father, it means the boy lives alone with his mother, she takes in laundry, they're hard up, and she cries a lot. It keeps the audience in a sober mood for **commercials**.

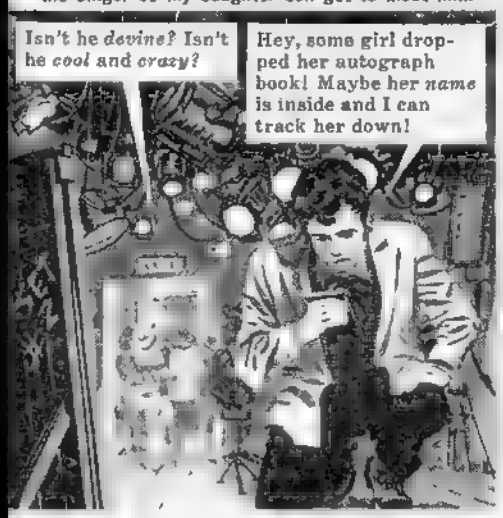


This scene lacked real emotion, so I fixed it. Since every American boy dreams of becoming a Big League ball player so he can make lots of money and help his old sick mother, let's have the car-owner turn out to be a Baseball Scout.

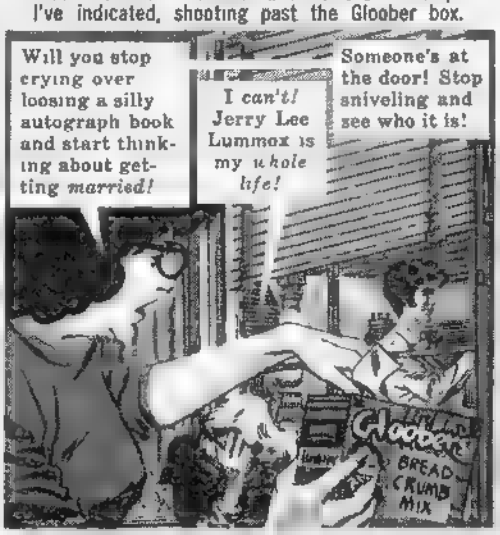


**Yul Brynner in "The Egg and I"

I'm glad I could eliminate the baseball scenes. This new backstage scene gives all the viewers a chance to see Dicky Finster, my daughter's favorite entertainer, who I suggest be cast as the singer so my daughter can get to meet him.



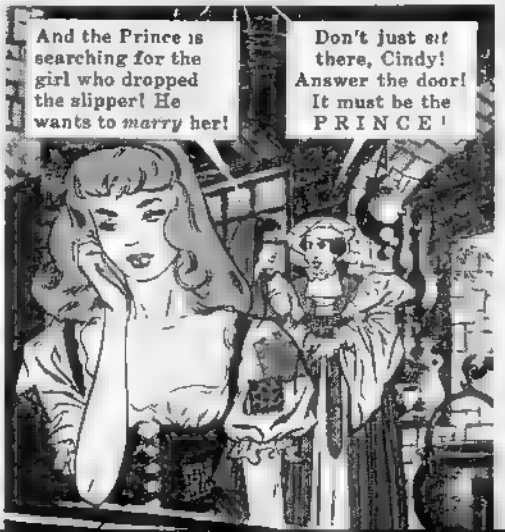
I've tinkered here. By having the girl cry, we give the mother a chance to do something else while she comforts her, like opening a box of Gloober's Breadcrumb Mix. Note the close-ups I've indicated, shooting past the Gloober box.



The last scene has everything—now. It brings the boy and girl together, it gives Dicky-boy a chance to sing another song, and mainly, it gives the mother more time to show off some of her tasty-looking Gloober's Breadcrumb **recipes**.

I don't mean to be difficult, but an autograph book doesn't make much sense at a costume ball. I changed it so she loses her slipper instead. And having the girl (I've named her Cindy) due home by midnight injects some needed suspense.

Since this is a touchy script, let's avoid all objections by changing the time to the Middle Ages. And let's soft-pedal the sponsor's plugs! After all, we could ruin this really great play by following everybody's two-bit suggestions.



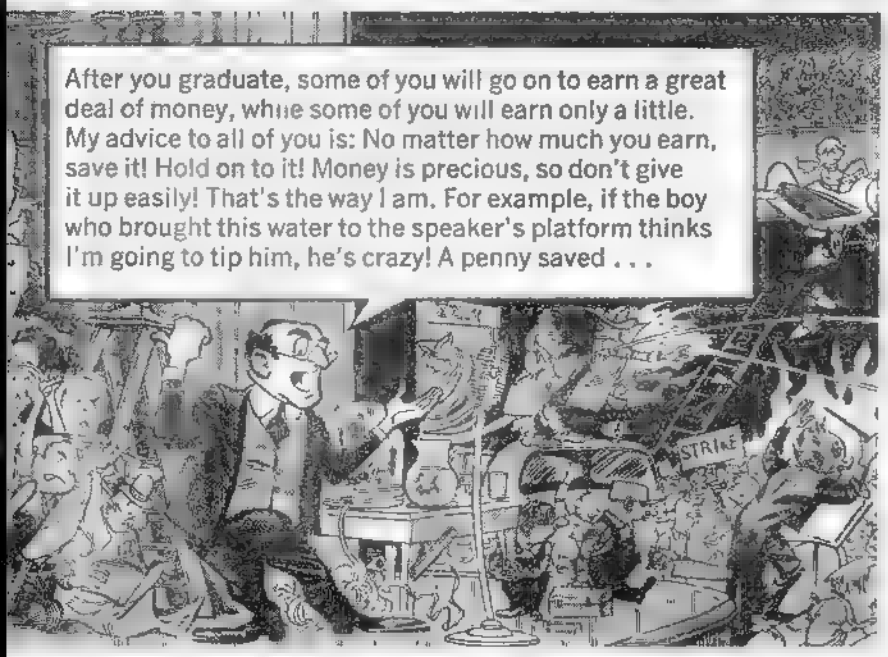
A few minor alterations in plot, characterization and dialogue, and the show wraps up just beautifully. The critics should love it. This is the kind of fresh new writing TV needs! The author should be encouraged to do more for us!

SUMMA CUM LOUDER DEPT.

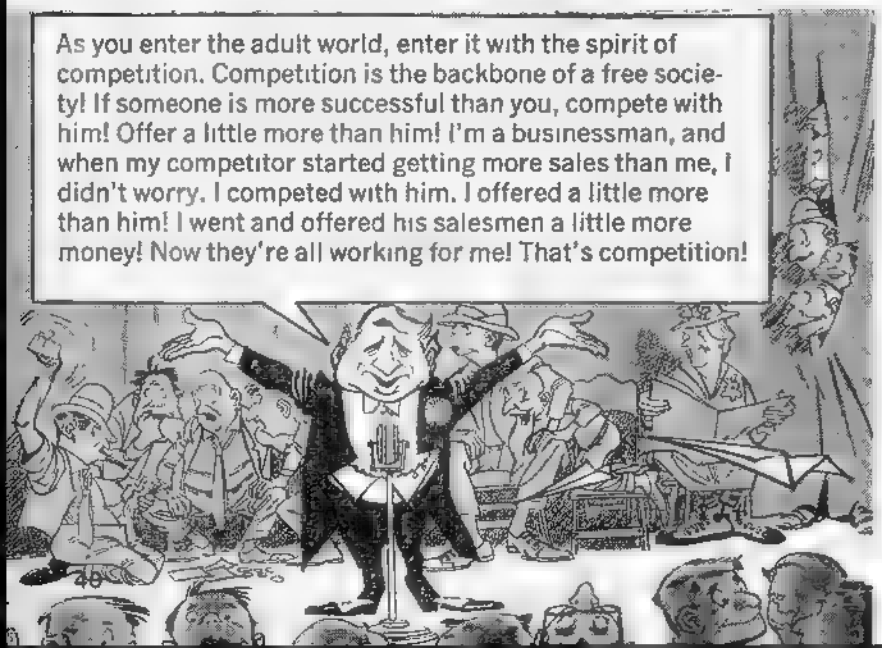
Every year around this time, there are thousands of graduation ceremonies throughout the country. And as part of these ceremonies, distinguished members of the local communities deliver thousands of boring graduation speeches. These speeches are intended to inspire the graduate and impart a message, but let's face it! Hardly anyone pays attention to them! Most graduates are interested in only two things: getting their diplomas, and getting out of there! MAD feels, however, that every now and then in the past, somebody listened carefully to a graduation speech and the message it imparted affected his whole life. Here then, are excerpts from

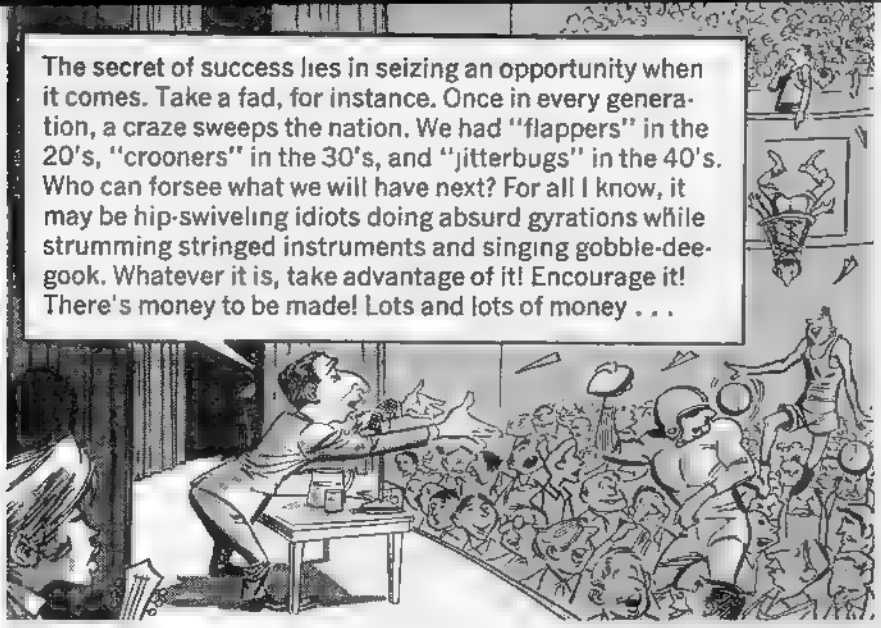
GRADUATION SPEECHES

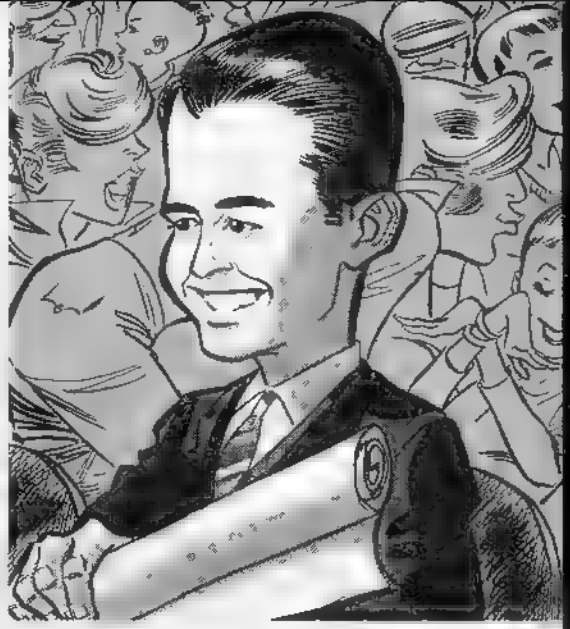
...THAT SOMEBODY LISTENED TO

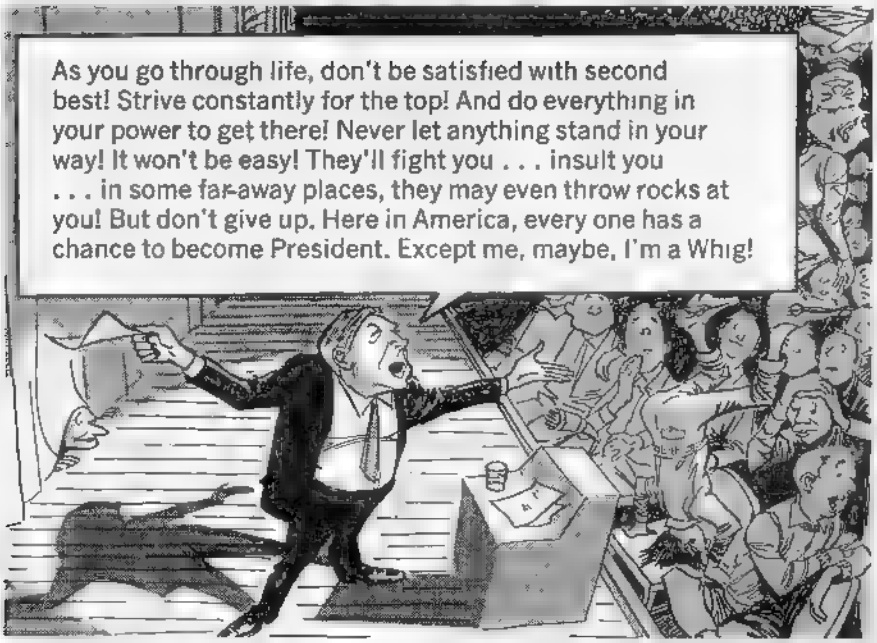


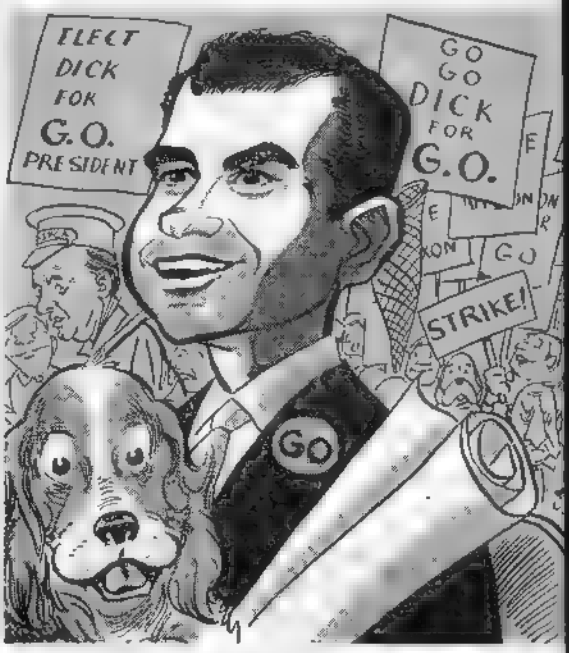
PICTURES BY JOE ORLANDO

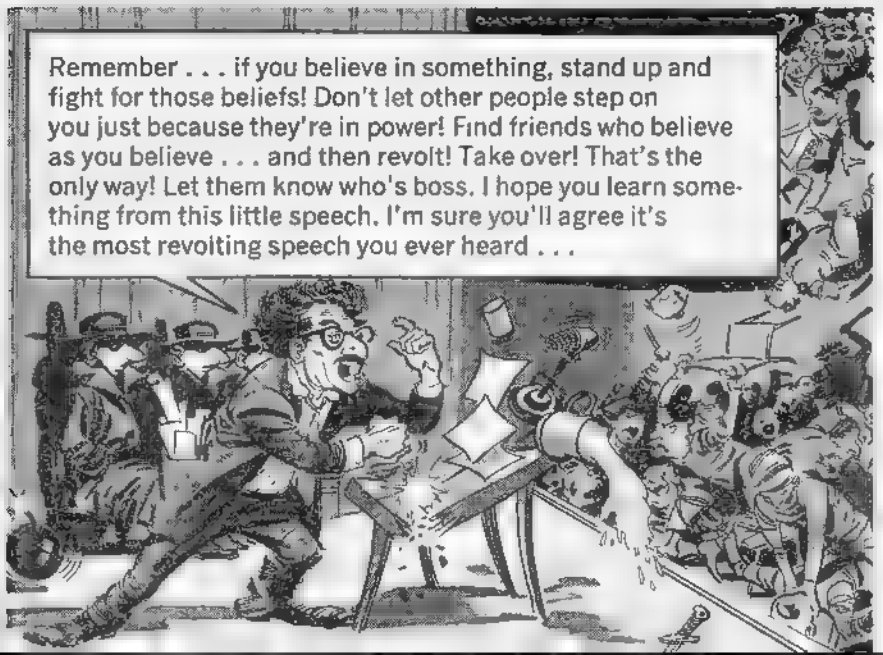


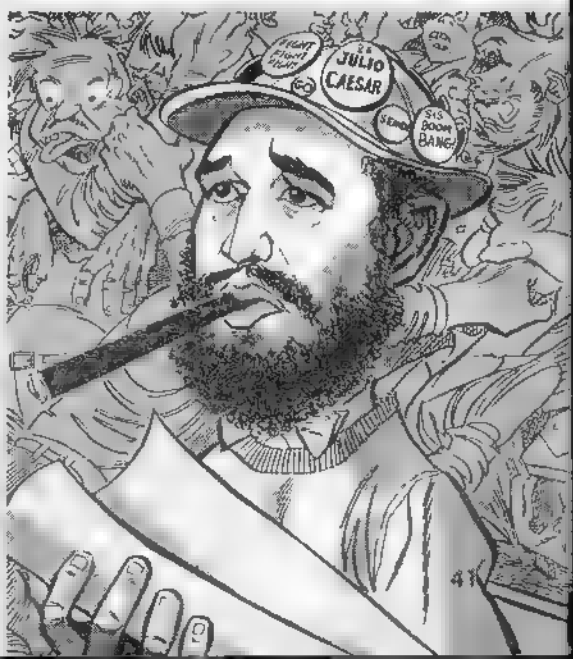

The secret of success lies in seizing an opportunity when it comes. Take a fad, for instance. Once in every generation, a craze sweeps the nation. We had "flappers" in the 20's, "crooners" in the 30's, and "jitterbugs" in the 40's. Who can forsee what we will have next? For all I know, it may be hip-swiveling idiots doing absurd gyrations while strumming stringed instruments and singing gobble-dee-gook. Whatever it is, take advantage of it! Encourage it! There's money to be made! Lots and lots of money . . .




As you go through life, don't be satisfied with second best! Strive constantly for the top! And do everything in your power to get there! Never let anything stand in your way! It won't be easy! They'll fight you . . . insult you . . . in some far-away places, they may even throw rocks at you! But don't give up. Here in America, every one has a chance to become President. Except me, maybe, I'm a Whig!


ELECT DICK FOR G.O. PRESIDENT
GO GO DICK FOR G.O.
STRIKE!
GO


Remember . . . if you believe in something, stand up and fight for those beliefs! Don't let other people step on you just because they're in power! Find friends who believe as you believe . . . and then revolt! Take over! That's the only way! Let them know who's boss. I hope you learn something from this little speech. I'm sure you'll agree it's the most revolting speech you ever heard . . .


JULIO CAESAR
BOOM BANG!

FURD-AMERICAN
CASUALTY CO.

BLIND DATE

INSURANCE

This policy provides cash compensation in the event that the insured (hereinafter referred to as "the insured") should be unwittingly trapped into a blind date with an undesirable, unpleasant or disgusting type person (hereinafter referred to as "disgusting type person".)

FURD-AMERICAN
"The Insurancier Insurance"

This policy will be revoked if the insured is unable to read this paragraph from 200 yards without glasses.

HONESTLY THIS IS THE BEST POLICY DEPT.

Every now and then we get an irritating phone call from an irritating man with an irritating voice who tries to sell us insurance. The irritating thing is . . . we always buy some! At present, we're insured against fire, flood, famine, theft, loss, tornadoes, beri-beri, and being crushed to death by a stampede of elephants while walking East on 28th Street between 2 and 4 a.m. So, now that the insurance people have us grown-up clods insured up to the ears, why don't they start pestering the teen-age set? Most teen-agers have big problems and they need insurance! Also, most teen-agers have big money and they can afford it! To get the ball rolling, MAD opens a new field for the leading Insurance Companies of America with these...

INSURANCE POLICIES FOR TEEN-AGERS

PARAGRAPH 14—Sub section 3.b

Cash payments to either sex per this policy will be determined by the kind of blind date involved, in accordance with the following standard Furd-American actuarial table:

BLIND DATE TYPE	PAYMENT
Bore	$ .75
Goon	1.05
Clod	1.72
Mama's Baby	2.50
Wolf	2.98
Gargoyle	4.00
Creature from the Black Lagoon	6.75
Alfred E. Neuman	50.00

PARAGRAPH 23-Sub-sub section K

When requesting payment, claimant must supply photo of blind date, and detailed information as indicated.

NAME OF DATE, IF ANY _____

PLACE OF DATE, IF ANY _____

COLOR OF DATE'S HAIR, IF ANY _____

attach blind date's photo here

WHAT NAUSEATED YOU THE MOST ABOUT THIS PARTICULAR PERSON? _____

WHY? _____

INEQUITABLE BENEFIT
INSURANCE COMPANY
Rockrib, Maine

Flunk

INSURANCE

This policy will remain in force until graduation of the Insured. It provides payment for all the courses failed by the Insured, and for suitable coverage on examinations, quizzes and tests as hereinafter stated.

Eugene St. Jean
Sec'y

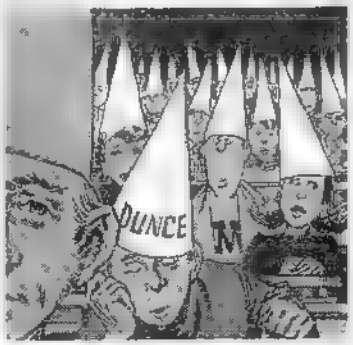
POLICY NO. 22736 B - 09

"IF IT'S OURS, IT'S INEQUITABLE"

This policy, although it is designed for teen agers, shall be declared null and void if sold to a minor.

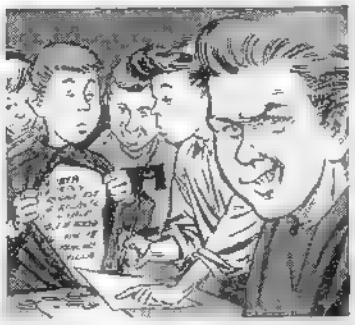
SECTION 2395—

If claimant fails to pass final exams as specified, the Company agrees to pay the sum of one dollar ($1) for every point below passing grade. For grades under 40, compensation is increased to two dollars ($2). For all grades under 20, claimant receives a free transfer to another school.



SECTION 4693—

Before receiving any cash benefit the claimant must file an affidavit certifying that he or she has made every effort to pass. CAUTION: *honest effort is not enough!* The Claimant must furnish proof that he or she attempted to *cheat* whenever and wherever possible, and to *purchase answers* from brighter, non-insured classmates.



*Tony Marvin In "My Man Godfrey"

**Edward G. Robinson, Jr. in "Life With Father"

AXOLOTL
BENEVOLENT ASSOCIATION
MAKE-OUT
INSURANCE

In accordance with the provisions stated herein, this policy guarantees refund of all money spent on heavy dates where insured does not succeed in making out.

Extra payment is provided in cases where the claimant not only fails to make out but sustains bodily injury.

POLICY NO. 553.77

PARAGRAPH 43—

The Company hereby agrees to refund amounts spent on heavy dates (plus 10%) in all cases where valid proof can be presented that claimants date walked home from car ride, slapped his face in the movies, or otherwise refused to cooperate.

RIDER NO. 17-c—

Additional cash bonus will be paid where claimant's efforts have resulted in accidents or bodily harm, per the following table:

DOOR SLAMMED ON CLAIMANT'S FOOT	$ 1.00
FACE SLAPPED	1.00
EYE BLACKENED	2.00
CLAIMANT THROWN DOWN STAIRS BY GIRL FRIEND'S FATHER	3.00
CLAIMANT THROWN DOWN STAIRS BY GIRL FRIEND'S HUSBAND	5.00
CLAIMANT THROWN DOWN STAIRS BY GIRL FRIEND	10.00

NEW POTRZEBIE
INSURANCE CO.
New York
London Paris Rome Xanadu

Draft
INSURANCE

This Policy guarantees
COMPENSATION
for drafted males between the ages of 18 and 21, per stipulations hereinafter stated—to wit: payment of a cash sum to the draftee, plus one fruit cake package on every other Friday.

DUPLICITY

This policy and all its provisions shall not apply to anyone over three feet tall weighing less than 300 lbs.

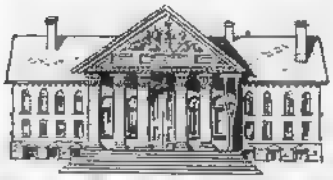
MUTUAL DISTRUST UNDERWRITERS CO.

No. 50 - 666 - B714 - M

ALLOWANCE PROTECTION PLAN

SUBJECT TO PREMIUM CHARGES STATED HEREIN, THIS POLICY INSURED CLAIMANT AGAINST **ACCIDENTAL SHORTAGES** OF ALLOWANCE AND/OR OTHER TEMPORARY ABSENCES OF READY

CASH



"Mutual Distrust" Found the World Over

JILT
INSURANCE

This policy insures claimant against unexpected jilting by member of the opposite sex.

Extended coverage (optional, see Par. 64-c) provides extra compensation for Saturday night "no-shows" and non-return of class or frat pin.

Policy Number --432-K

READY-TO-SWEAR DEPT.

**Adlai Stevenson in "Magnificent Obsession"

NOW THAT SUMMER IS APPROACHING, WITH ITS HEAT AND HUMIDITY, IT'S

MIRACLE

Today's miracle fabrics are woven from specially-treated, or synthetic yarns. The finished products eliminate many problems, and at the same time increase the comforts of the wearers. There are three main selling-points offered

WASH N' WEAR . . . One suit serves every need

On important business trip, busy executive is unworried when mud splashes on his suit as he arrives at airport.

At hotel, he scrubs suit while bathing, saving money and worry over not getting it back from the cleaners in time.

PICTURES BY BOB CLARKE

At conference, neat-looking executive shivers, not from nervousness, but from chill of wet suit drying on body.

Slight chill of previous day causes slight cold, so busy executive stays in bed. Note suit now serves as pajamas.

WRINKLEPROOF . . . Stands stress and strain

ORDINARY CLOTH

In crowded subway train, woman wears ordinary cloth dress.

When she leaves, ordinary cloth dress is badly wrinkled.

TIME TO CONSIDER THE COMFORTS THAT MODERN SCIENCE HAS WOVEN INTO

FABRICS

by miracle fabrics: (1) **Wash 'n Wear,** (2) **Wrinkleproof,** and (3) **Stretchable.** The purpose of this article is to demonstrate these three main selling points, and thereby illustrate the wonderful *advantages* of miracle fabrics.

...A boon to busy executives, lazy slobs, and cheapskates.

Sudden downpour on way to important business conference does not faze carefree executive in "Wash 'n wear" suit.

Arriving in building lobby, drenched businessman finds fan . . . and suit is dried as good as new in 15 minutes.

**Jackie Gleason in "The Blob"

Slight complication develops from slight cold caused by slight chill which leads to slight case of pneumonia, and "Wash 'n wear" suit sees still further use, proving that miracle fabrics not only look good, but last a lifetime!

...A boon to those who have to pack and unpack every day.

MIRACLE FABRIC

In crowded subway train, woman wears miracle fabric dress.

When she leaves, her miracle fabric dress is unwrinkled.

MIRACLE FABRIC CLOTHES THAT...

DEMONSTRATION OF HOW ONE SINGLE STRETCH ITEM SIZE FITS EVERYONE!

Stretch leotard made to fit everyone, in original unstretched single size.

Three-year-old toddler fitted snugly. Fabric hardly stretches at all.

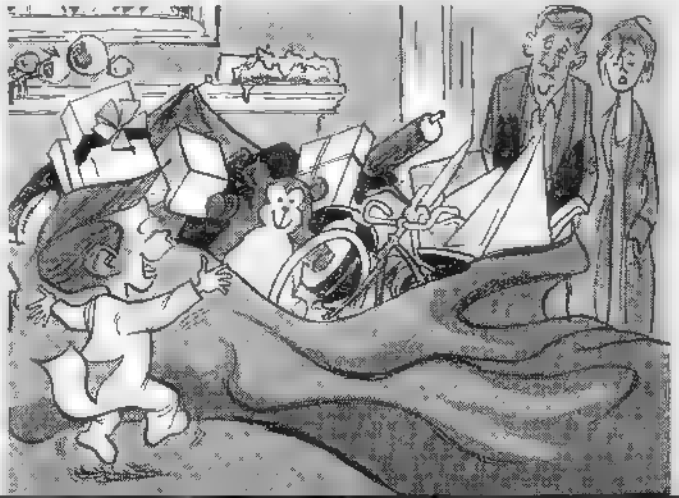
Ten-year-old youngster also fitted well. Fabric shows slight stretching

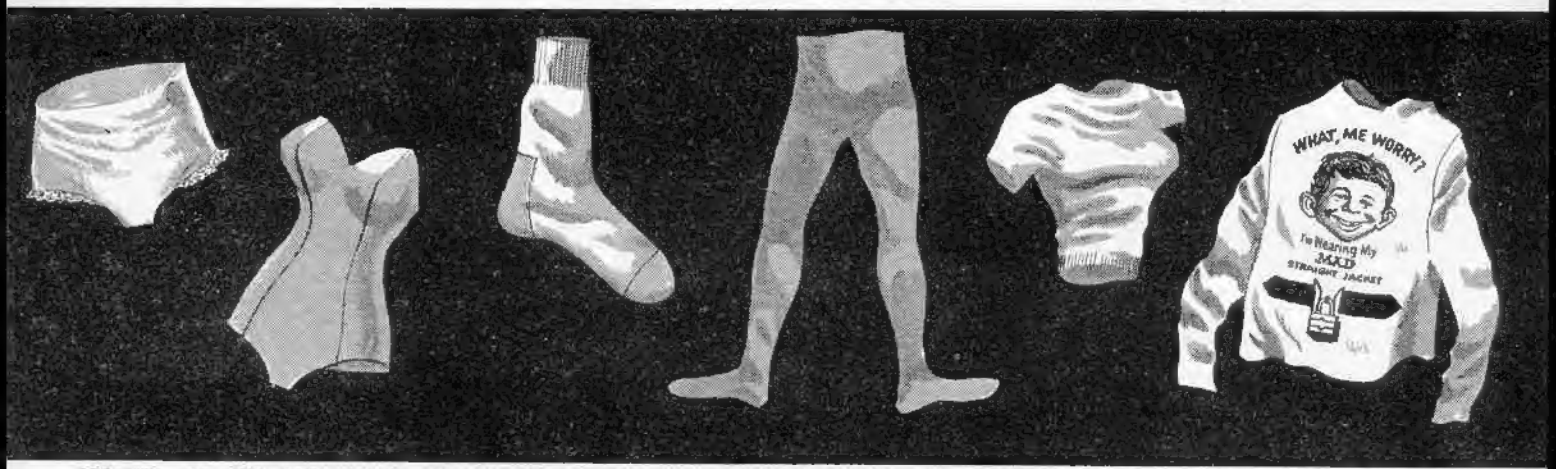
20-year-old girl fitted the best of all! Fabric really shows stretching!

DEMONSTRATION OF IMPORTANT ADVANTAGE DISCOVERED BY KIDS LAST XMAS!

STRETCH SOCK . . . HUNG UP ON CHRISTMAS EVE

STRETCH SOCK . . . FULL UP CHRISTMAS MORNING





BECAUSE OF THE VERSATILITY OF MIRACLE FABRICS THAT STRETCH, MORE AND MORE ARTICLES OF APPAREL MADE FROM THIS MATERIAL ARE APPEARING ON THE MARKET. PICTURED ABOVE ARE SOME OF THE REMARKABLE STRETCH ITEMS AVAILABLE TODAY

(Note that items illustrated are actual size, but will stretch to fit anybody!)

DEMONSTRATION OF HOW ONE STRETCH ITEM ADJUSTS TO YEAR-ROUND WEAR!

Unstretched underwear worn as cool briefs in blistering Summer heat.

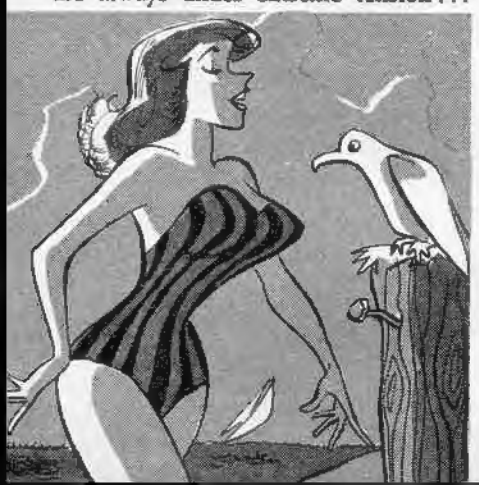
Slightly-stretched, can be worn as comfortable shorts in balmy Spring.

Stretched a little more, affords warmth needed in brisk Fall weather.

Stretched all the way, affords protection in frigid Winter weather.

DEMONSTRATION OF IMPORTANT DISADVANTAGE INHERENT IN STRETCH ITEMS!

Stretch fabrics, like bathing suits, are always under extreme tension . . .



. . . which, when suddenly released . . .

. . . snap back to their original size!

**Alfred E. Neuman in "That Certain Smile."

DON MARTIN DEPT. PART III

Some people remember their early childhood years as being happy. Others remember them as being unhappy. Don Martin can't recall his early childhood years at all! Not after the time his big brother taught him . . .

HOW TO PLAY CROQUET

**MAD's Competitors in "Les Miserables"

Who Says Lightning Never Strikes Twice In The Same Place?

WE ELECTRIFIED THE BOOK-PUBLISHING INDUSTRY WITH

"MAD FOR KEEPS"

NOW WE SHOCK IT ALL OVER WITH THIS NEW ANTHOLOGY:

MAD FOREVER

Yes, this second hard-bound, de-luxe collection of the best material from past issues of the magazine includes a hilarious introduction written by Steve Allen, followed by 128 pages of riotous articles, ad satires and other garbage, many in vivid color. So, if you've read MAD, but wish you hadn't, this anthology ain't for you! It's mainly for any idiots who missed past issues, and for those clods who want a permanent record of the junk they wasted good money on originally.

NOW ON SALE AT MOST BOOKSTORES! ONLY $2.95

If your regular bookseller does not have **"MAD Forever"**, ask him to stock it! If he refuses, bust 'im one and mail in for it!

ALSO AVAILABLE BY MAIL:
"MAD FOR KEEPS"

use coupon or duplicate

MAD ANTHOLOGY DEPT.
225 Lafayette Street
New York 12, N. Y.

Please rush me **"MAD Forever"**.
( ) I have missed some past issues!
( ) I want a permanent record!
( ) I collect old waste paper!
I enclose $2.95, and I have indicated **why** I'm ordering it.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

☐ Check here if you want **"MAD For Keeps"** and please enclose an additional $2.95.

PRESENTING THE BILL—reproduced here, is one of a series of original oil paintings, "Practising Medicine For Fun and Profit", commissioned by Park-David.

Great Moments in Medicine

Once the crisis has passed . . . once the patient has regained his strength . . . once the family is relieved and grateful . . . that's the time when the physician experiences one of the great moments in medicine. In fact, the *greatest moment* in medicine! Mainly, the moment when he presents his bill! That's the time when all of the years of training and study and work seem worthwhile. And there's always the chance that the shock might mean more business for him!

Park-David scientists are proud of their place in the history of practicing medicine for fun and profit, helping to provide doctors with the materials that mean higher fees and bigger incomes. For example, our latest development . . . tranquilizer-impregnated bill paper . . . designed to eliminate the shock and hysteria that comes when the patient gets a look at your bill. Not only will he remain calm when he sees what you've charged . . . now he won't even *care!*

COPYRIGHT 1958—PARK-DAVID & COMPANY, WITH THE BLESSINGS OF THE AMA

PARK-DAVID *. . . Pioneers in bigger medical bills*